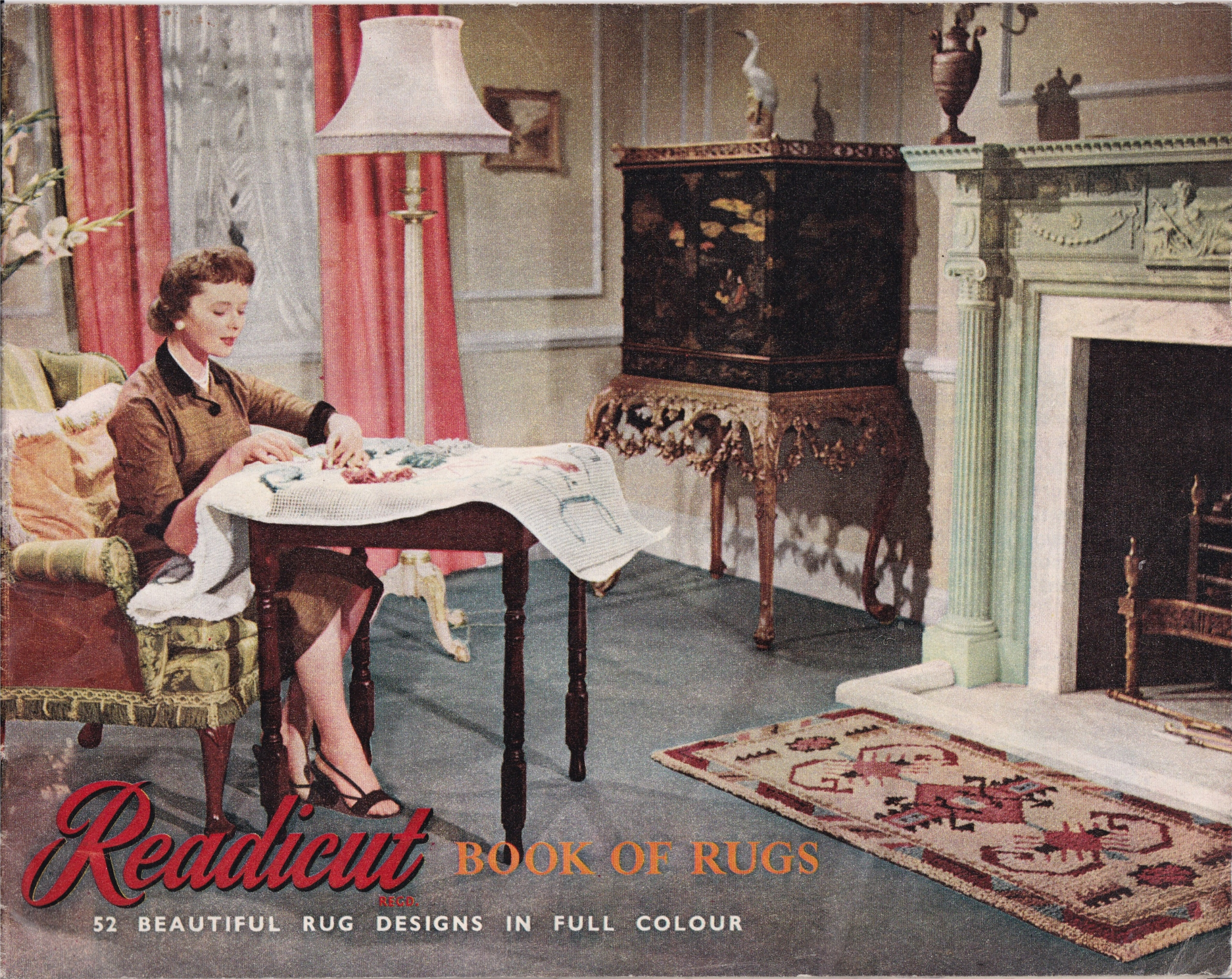
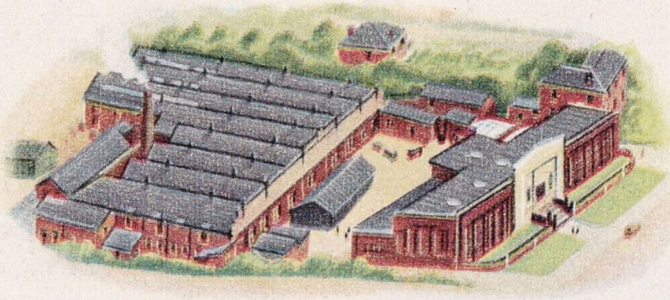


Readicut REGD. BOOK OF RUGS

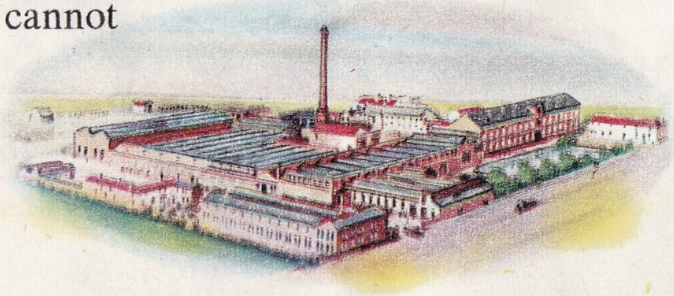
52 BEAUTIFUL RUG DESIGNS IN FULL COLOUR



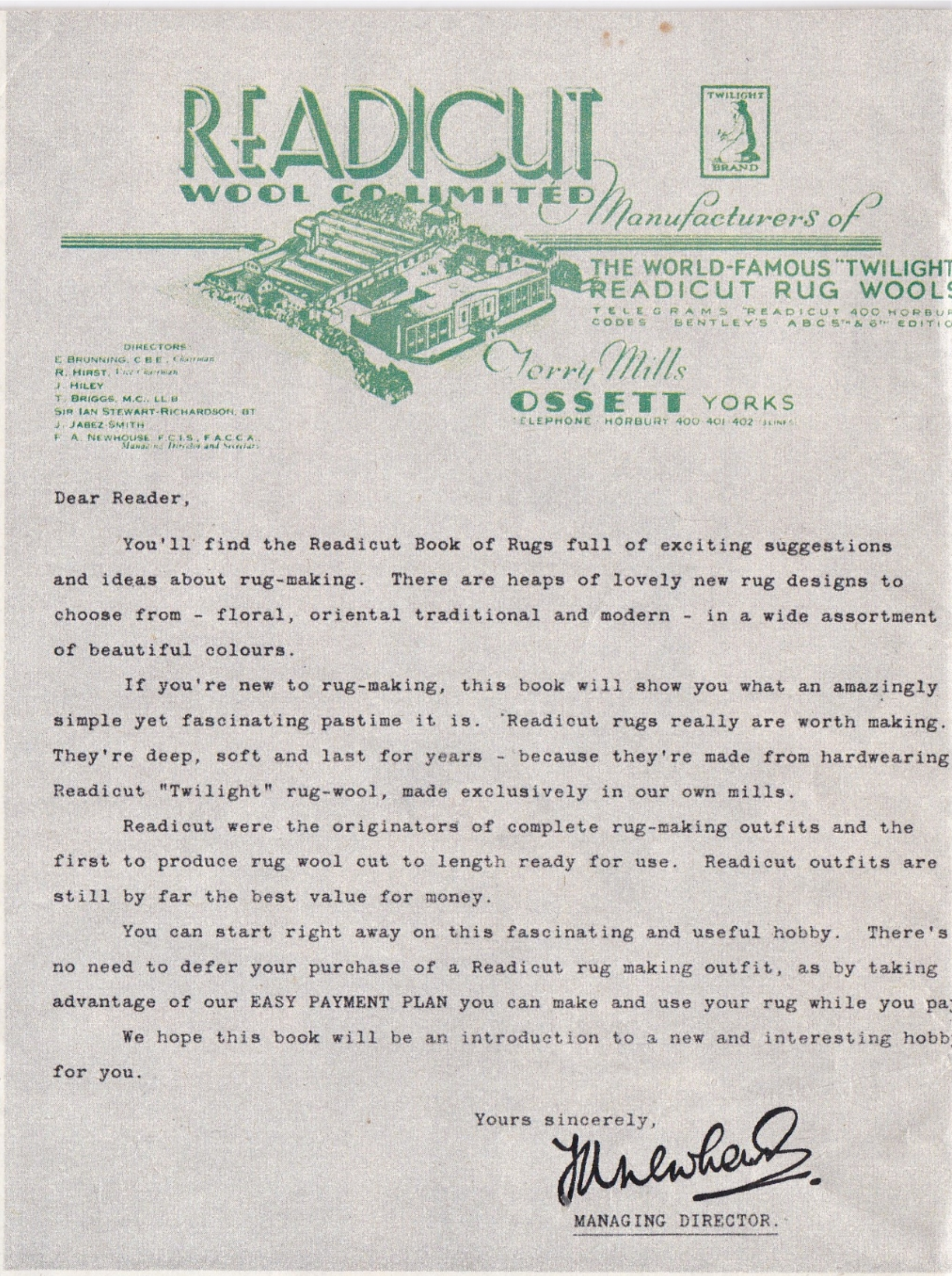
Terry Mills.

"TWILIGHT" RUG WOOL is specially blended to a selected quality for rugs

YOU WILL KNOW that particular types of wool are used for different purposes. You will know, too, that some wool feels quite soft—some quite hard. "Twilight" rug wool is the perfect blend—the best possible qualities available, all ideal for rug-making. It is this long-wearing rug wool which is dyed in the beautiful range of colours which you can see on the shade card—rug wool which will wash repeatedly, but never lose its silky-softness or glowing colours. Try for yourself the fingertip test. Feel how thick, yet soft, your rug is with "Twilight" pure rug wools—supplied with every Readicut outfit. Try—and you will be convinced that you cannot buy better!



Westfield Mills



READICUT
WOOL CO LIMITED
Manufacturers of
THE WORLD-FAMOUS "TWILIGHT
READICUT RUG WOOL
TELEGRAMS "READICUT 400 HORBUR
CODES BENTLEY'S ABC 5TH & 6TH EDITIO
Terry Mills
OSSETT YORKS
TELEPHONE HORBURY 400 401 402 (LINES)

DIRECTORS:
E. BRUNNING, C.B.E., Chairman
R. HIRST, Vice-Chairman
J. HILEY
T. BRIGGS, M.C., LL.B.
SIR IAN STEWART-RICHARDSON, BT
J. JABEZ-SMITH
F. A. NEWHOUSE, F.C.I.S., F.A.C.C.A.
Managing Director and Secretary

Dear Reader,

You'll find the Readicut Book of Rugs full of exciting suggestions and ideas about rug-making. There are heaps of lovely new rug designs to choose from - floral, oriental traditional and modern - in a wide assortment of beautiful colours.

If you're new to rug-making, this book will show you what an amazingly simple yet fascinating pastime it is. Readicut rugs really are worth making. They're deep, soft and last for years - because they're made from hardwearing Readicut "Twilight" rug-wool, made exclusively in our own mills.

Readicut were the originators of complete rug-making outfits and the first to produce rug wool cut to length ready for use. Readicut outfits are still by far the best value for money.

You can start right away on this fascinating and useful hobby. There's no need to defer your purchase of a Readicut rug making outfit, as by taking advantage of our EASY PAYMENT PLAN you can make and use your rug while you pa

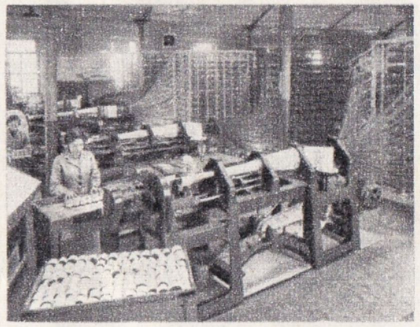
We hope this book will be an introduction to a new and interesting hobb for you.

Yours sincerely,

MANAGING DIRECTOR.

TWO IMMENSE MILLS WORKING NIGHT AND DAY—THE WORLD'S LARGEST RUG WOOL PRODUCERS!

Winding the wool on to bobbins



A corner of the wool-cutting room

Assembling the rug outfits

Correspondence Department

Artists preparing special canvases

SEE HOW SIMPLE IT IS TO MAKE YOUR Readicut RUGS

MAKING A RUG with a Readicut outfit is as simple as tying a shoe lace. You can't go wrong. It's a hobby that brings gratifying results, in the shape of fine quality rugs with a really professional finish. Yet it requires no special skill or training. Once started, see how proficient you become. That's because with a Readicut outfit you use the traditional latchet hook method. There are no complicated movements to learn; it is simple and straightforward. What is more, with a Readicut outfit, rug-making becomes a hobby in which all the family can join. When two persons work on the same rug, there will not be any variation in the "lie" of the pile if they follow Methods 1 and 2 in the instruction sheet.

RELAX—AND ENJOY THE EASIEST, MOST FASCINATING HOBBY OF ALL!

Rug-making is a thoroughly relaxing hobby you can't fail to enjoy. It's one of the easiest, too, and you'll be delighted to see how quickly your rugs grow.

EASIER THAN KNITTING

Rug-making is as simple and methodical as plain knitting. There is no "pattern" calling for concentration; you just follow the colours clearly stencilled on the canvas. Knotting the wool is a natural, rhythmic action which soon becomes automatic; you can watch television, listen to the radio, or just chat whilst making your rug.

JUST FOLLOW THE COLOURS

Patterned rugs are just as easy to make as plain ones, and they're even more interesting! You simply knot a piece of wool into a square of the same colour. What could be easier? And you'll get a real kick out of creating something yourself.

You, too, will look just as proud when you show your finished rug.

Readicut OFFERS YOU THESE OUTSTANDING ADVANTAGES

WIDE VARIETY OF DESIGNS

Our skilled artists create exclusive, original designs, which we offer to you in floral, oriental, traditional and modern styles. The canvases, too, are in a variety of shapes and sizes. The designs are stencilled on the canvas in the appropriate colours. It is simplicity itself to follow the design, no matter how complicated it may look.

COLOURS TO SUIT YOUR SCHEME

Any rug design can be ordered in shades of your own choice. To take advantage of this, simply choose the colours you prefer from our shade card and we will gladly supply the outfit in the shades chosen by you, without extra charge. But always remember to quote the shade numbers on your order.

ECONOMICAL—NO WASTE

Readicut "Twilight" rug wool is supplied in cut lengths to provide a really deep, even pile, and to avoid waste of precious material. There are also years of extra wear in your Readicut rug, because it is made from Readicut "Twilight" rug wool.

EASY TO ORDER

There is nothing inconvenient about ordering by post. All you have to do is to fill in the few details on the Order Form enclosed (*being careful to enter your name and address clearly*), send it off, and a complete Readicut outfit will be delivered within a few days, direct to your door.

FREE ADVISORY SERVICE

Any help you may need in obtaining Readicut materials or making a Readicut rug is offered freely by our experts. Please do not hesitate to write to us.

FINISHING AND BINDING

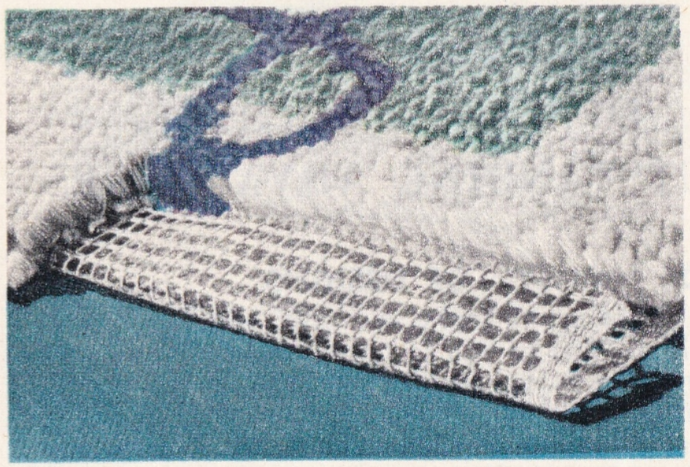


Fig. 1

Finishing and binding your Readicut rug is a most important stage. So that you run no risk of spoiling the finished appearance of your rug, step-by-step instructions are given below to guide you. They are with every Readicut outfit. Follow them, and your rug will be strong and serviceable, with a truly professional finish.

RECTANGULAR RUGS *Fig. 1*

When you have almost completed the rug, and there remain only eight or ten rows of canvas, turn the end of the canvas over at the edge of the design, so that you have a double thickness for four or five rows. You should then insert the wool through each square in the double thickness of canvas, until your rug is complete. There is no need for binding. The edges are now secure and will not fray.

SEMI-CIRCULAR AND OVAL RUGS

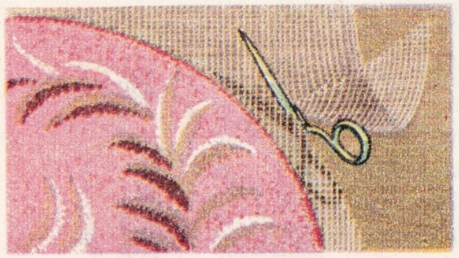


Fig. 2.—When you have finished inserting all the wool into the design, cut round the canvas, about 2 inches from the edge of the design.

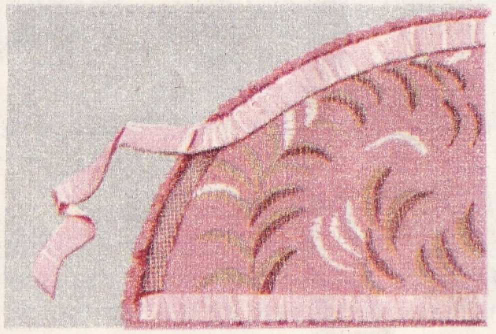
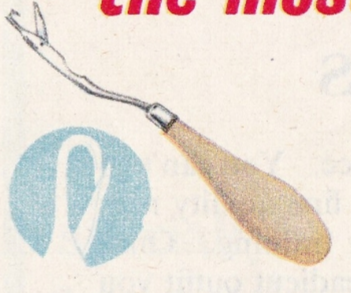


Fig. 2a.—Fold the spare canvas underneath, and finish off by stitching on the binding tape, which is supplied in your outfit, so that it covers the turned-under edges.

Finishing and binding is a most important stage in completing your Readicut rug

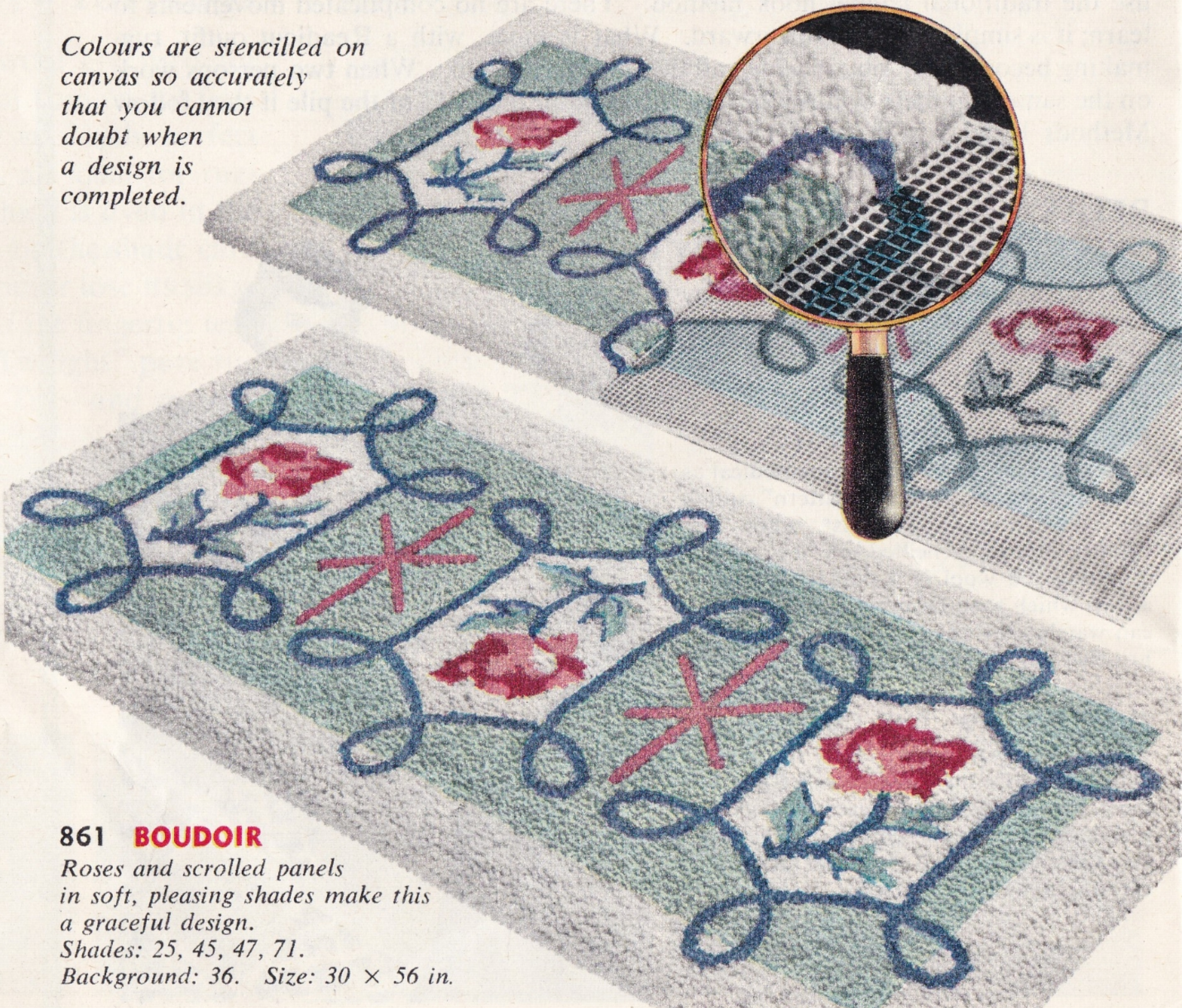
No experience is required to make even the most elaborate *Readicut* designs



THE LATCHET HOOK

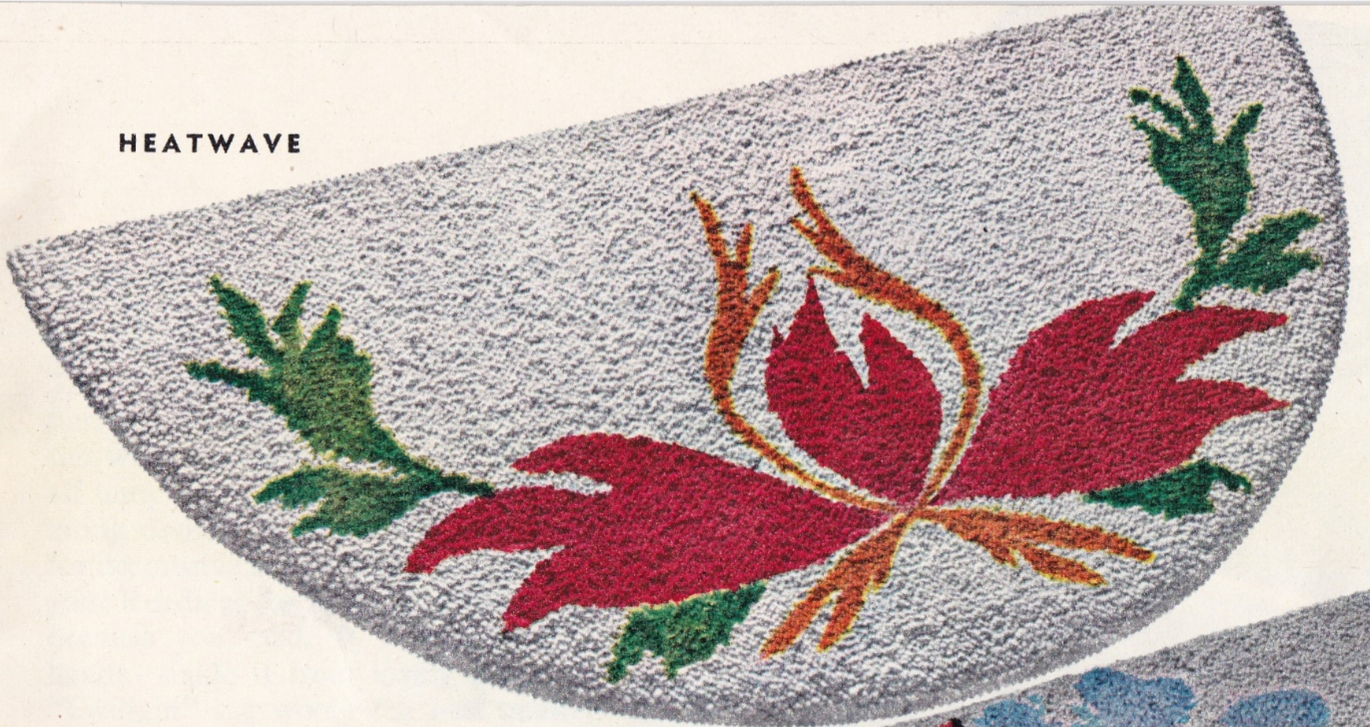
The latchet hook in Readicut rug-making outfits has been specially designed for us. You will find it a great improvement on hooks you may have used formerly. The unique bend in the shaft enables you to work smoothly and swiftly—keeping your hands clear of the finished part.

Colours are stencilled on canvas so accurately that you cannot doubt when a design is completed.



861 BOUDOIR

Roses and scrolled panels in soft, pleasing shades make this a graceful design.
Shades: 25, 45, 47, 71.
Background: 36. Size: 30 × 56 in.



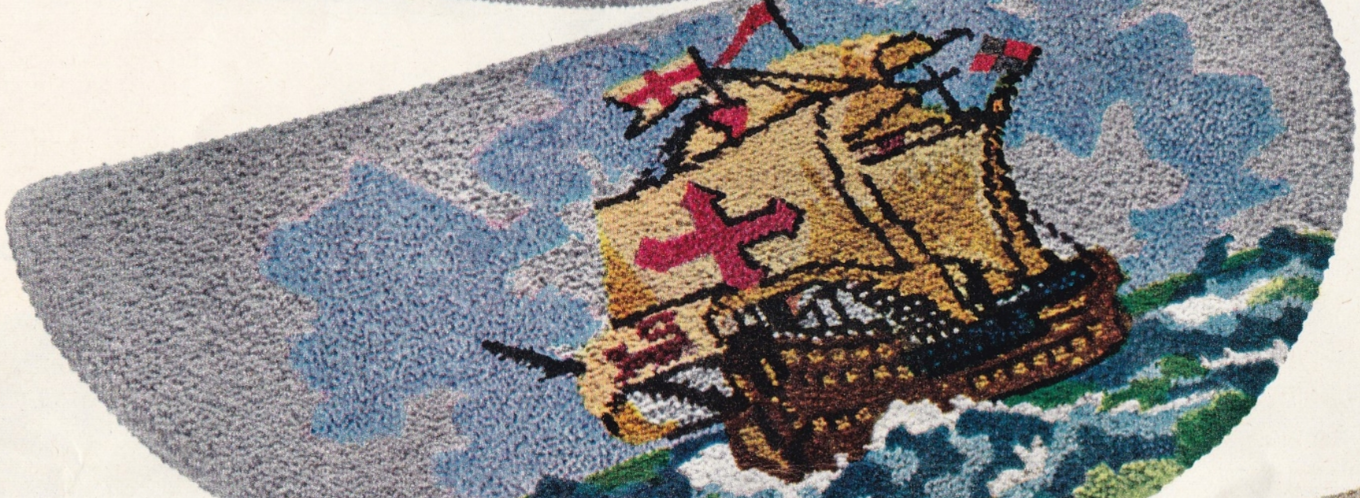
HEATWAVE

Readicut designs to suit every taste

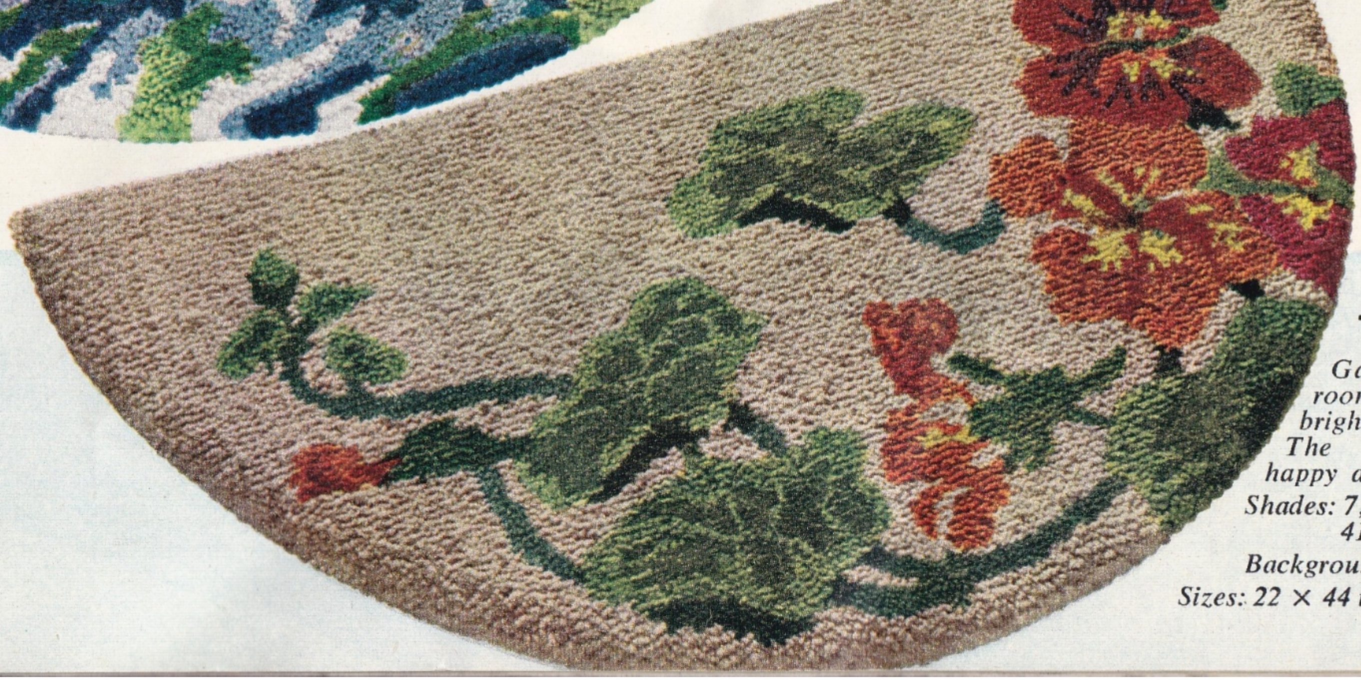
In each successive catalogue new designs are introduced to harmonize with changing trends in furnishings and decoration. There are, therefore, always designs to suit every taste. Choosing from such an attractive range is great fun.

Sometimes we receive a request for a design that has appeared in an earlier catalogue, but which has now been replaced. In these cases we do our best to supply outfits at current prices.

If possible send the name and number of the rug and the year of its appearance.



GALLEON



NASTURTIUMS

901
HEATWAVE

A flame-like flower gives vivid life to this modern design. Admirably suited to contemporary furnishings.

Shades: 14, 27, 41.
Background: 29.
Sizes: 22 × 44 in.
27 × 54 in.

833
GALLEON

A stately ship in full sail is shown in glowing colours, breasting a stormy sea of white capped waves.

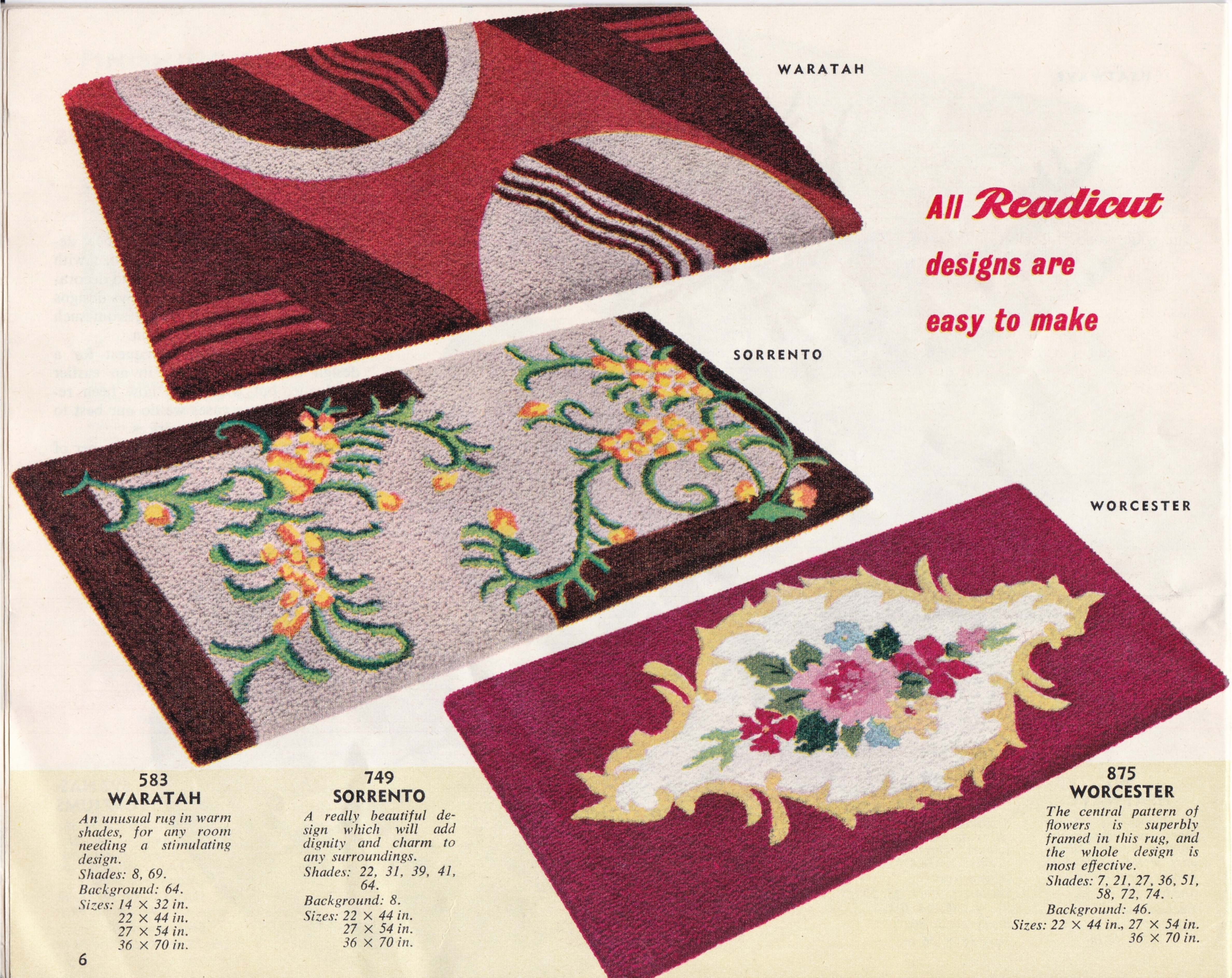
Shades: 1, 7, 11, 23, 27, 36, 40, 46, 64, Blk.
Background: 80.
Size: 30 × 56 in.

897 NASTURTIUMS

Gaiety is in the room with this bright floral rug. The colours are happy and bold.

Shades: 7, 14, 22, 31, 39, 41, 58, 62, 69.
Background: 40.
Sizes: 22 × 44 in., 27 × 54 in.

All *Readicut* designs are easy to make



583
WARATAH

An unusual rug in warm shades, for any room needing a stimulating design.
Shades: 8, 69.
Background: 64.
Sizes: 14 × 32 in.
22 × 44 in.
27 × 54 in.
36 × 70 in.

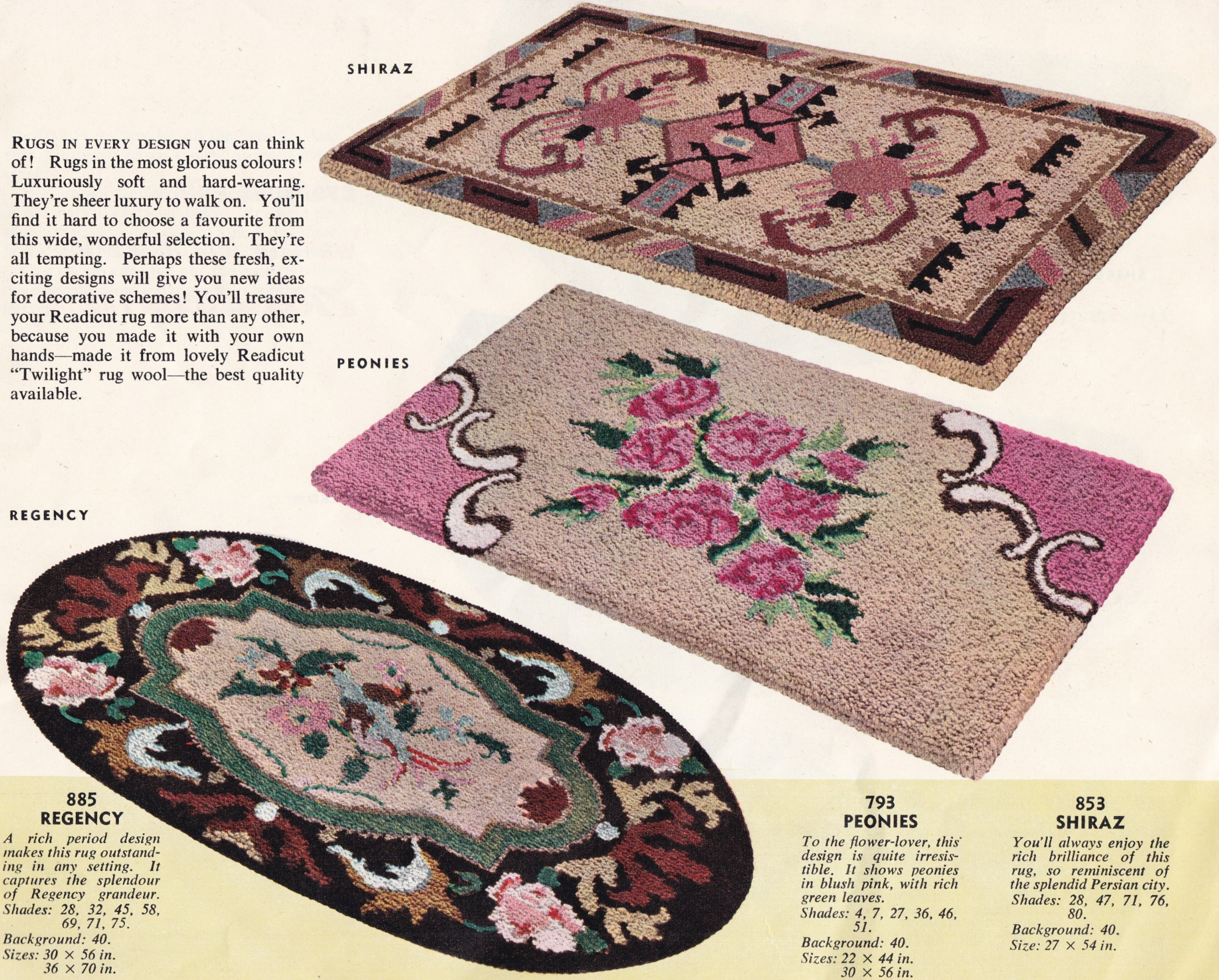
749
SORRENTO

A really beautiful design which will add dignity and charm to any surroundings.
Shades: 22, 31, 39, 41, 64.
Background: 8.
Sizes: 22 × 44 in.
27 × 54 in.
36 × 70 in.

875
WORCESTER

The central pattern of flowers is superbly framed in this rug, and the whole design is most effective.
Shades: 7, 21, 27, 36, 51, 58, 72, 74.
Background: 46.
Sizes: 22 × 44 in., 27 × 54 in.
36 × 70 in.

RUGS IN EVERY DESIGN you can think of! Rugs in the most glorious colours! Luxuriously soft and hard-wearing. They're sheer luxury to walk on. You'll find it hard to choose a favourite from this wide, wonderful selection. They're all tempting. Perhaps these fresh, exciting designs will give you new ideas for decorative schemes! You'll treasure your Readicut rug more than any other, because you made it with your own hands—made it from lovely Readicut "Twilight" rug wool—the best quality available.



885
REGENCY

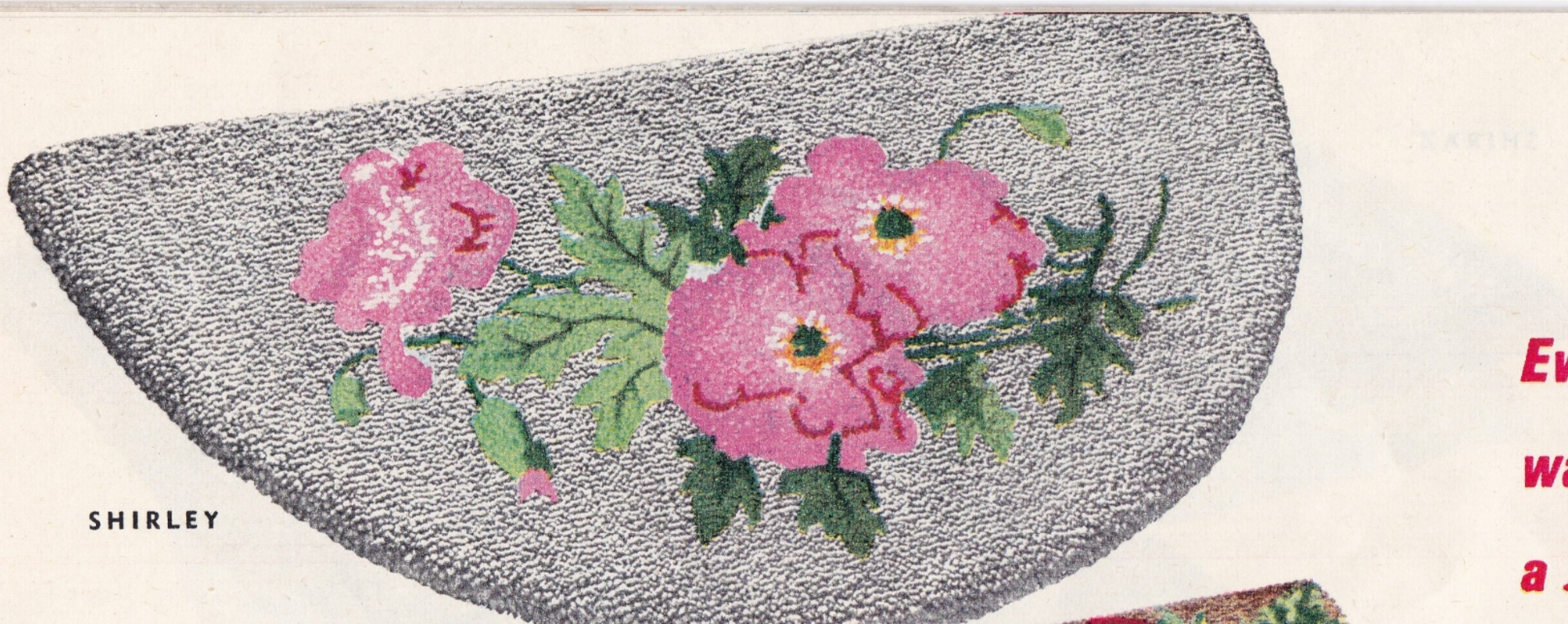
A rich period design makes this rug outstanding in any setting. It captures the splendour of Regency grandeur.
Shades: 28, 32, 45, 58, 69, 71, 75.
Background: 40.
Sizes: 30 × 56 in.
36 × 70 in.

793
PEONIES

To the flower-lover, this design is quite irresistible. It shows peonies in blush pink, with rich green leaves.
Shades: 4, 7, 27, 36, 46, 51.
Background: 40.
Sizes: 22 × 44 in.
30 × 56 in.

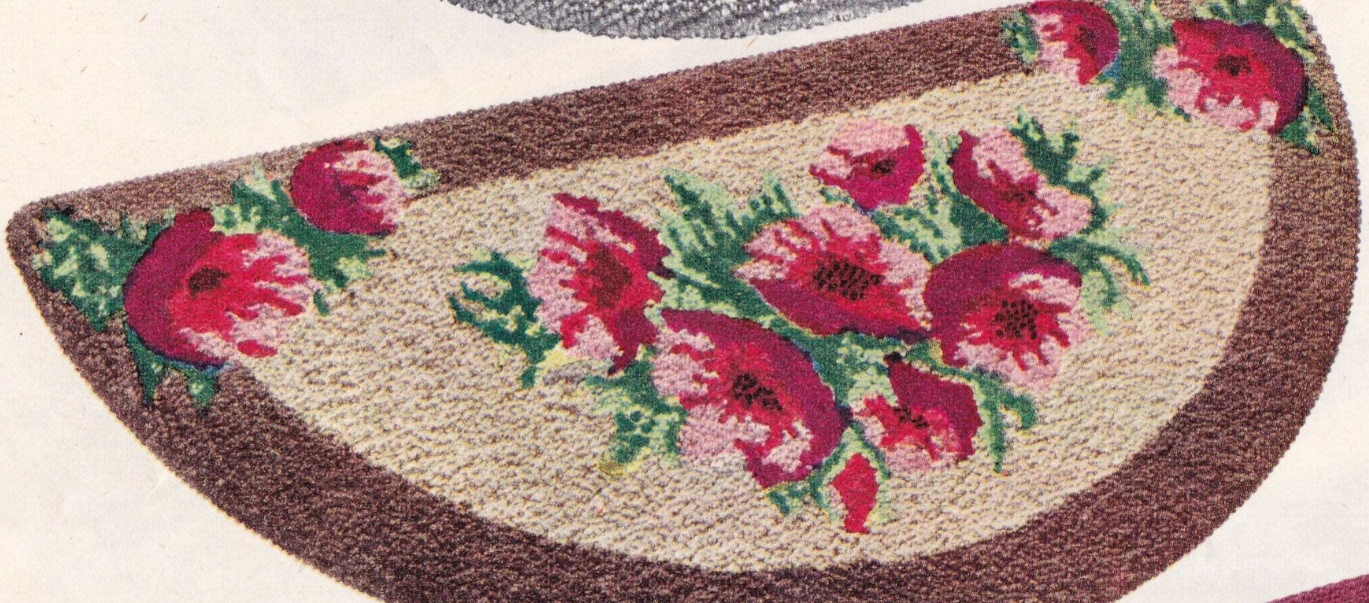
853
SHIRAZ

You'll always enjoy the rich brilliance of this rug, so reminiscent of the splendid Persian city.
Shades: 28, 47, 71, 76, 80.
Background: 40.
Size: 27 × 54 in.

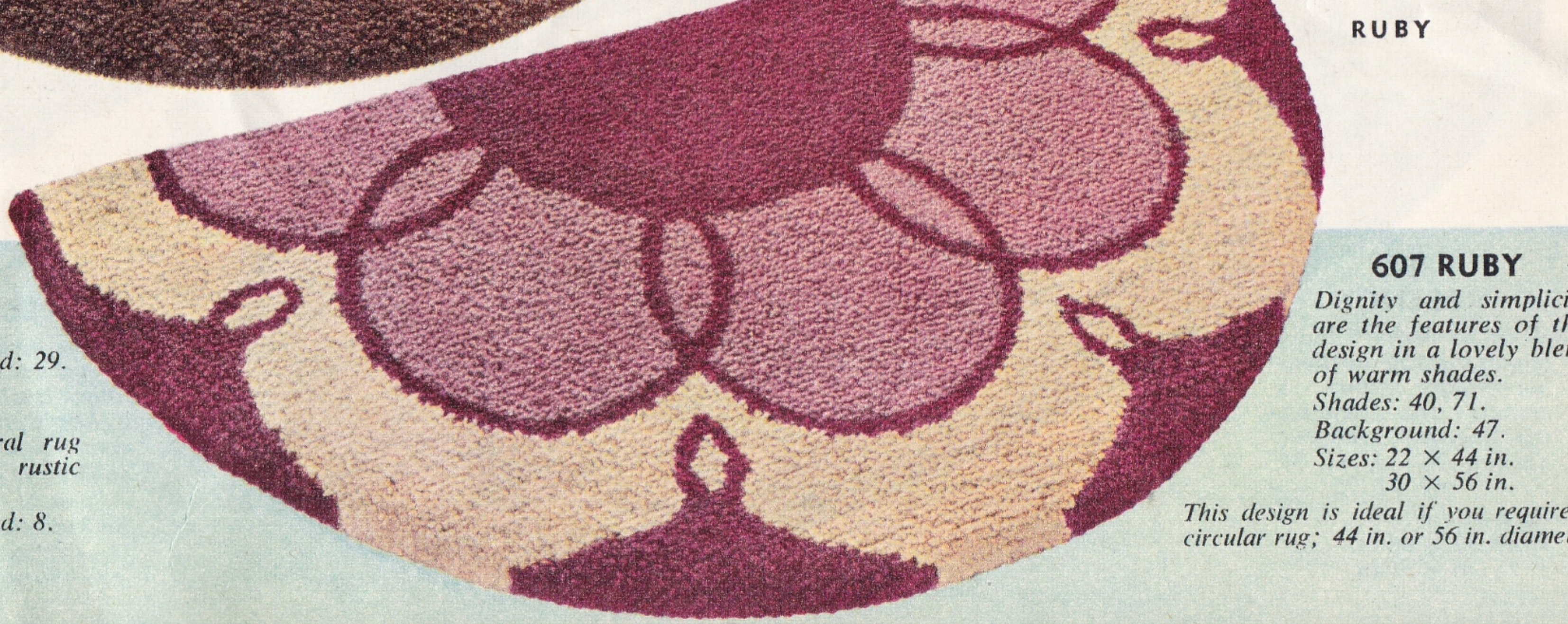


SHIRLEY

Everyone will want to join in making a *Readicut* rug



HEDGEROW



RUBY

859 SHIRLEY *Jaunty poppies make this rug as pretty as its name. It's a design that's filled with movement and gaiety.*
Shades: 1, 7, 22, 36, 46, 51, 58, 72. Background: 29.
Sizes: 22 × 44 in., 27 × 54 in.

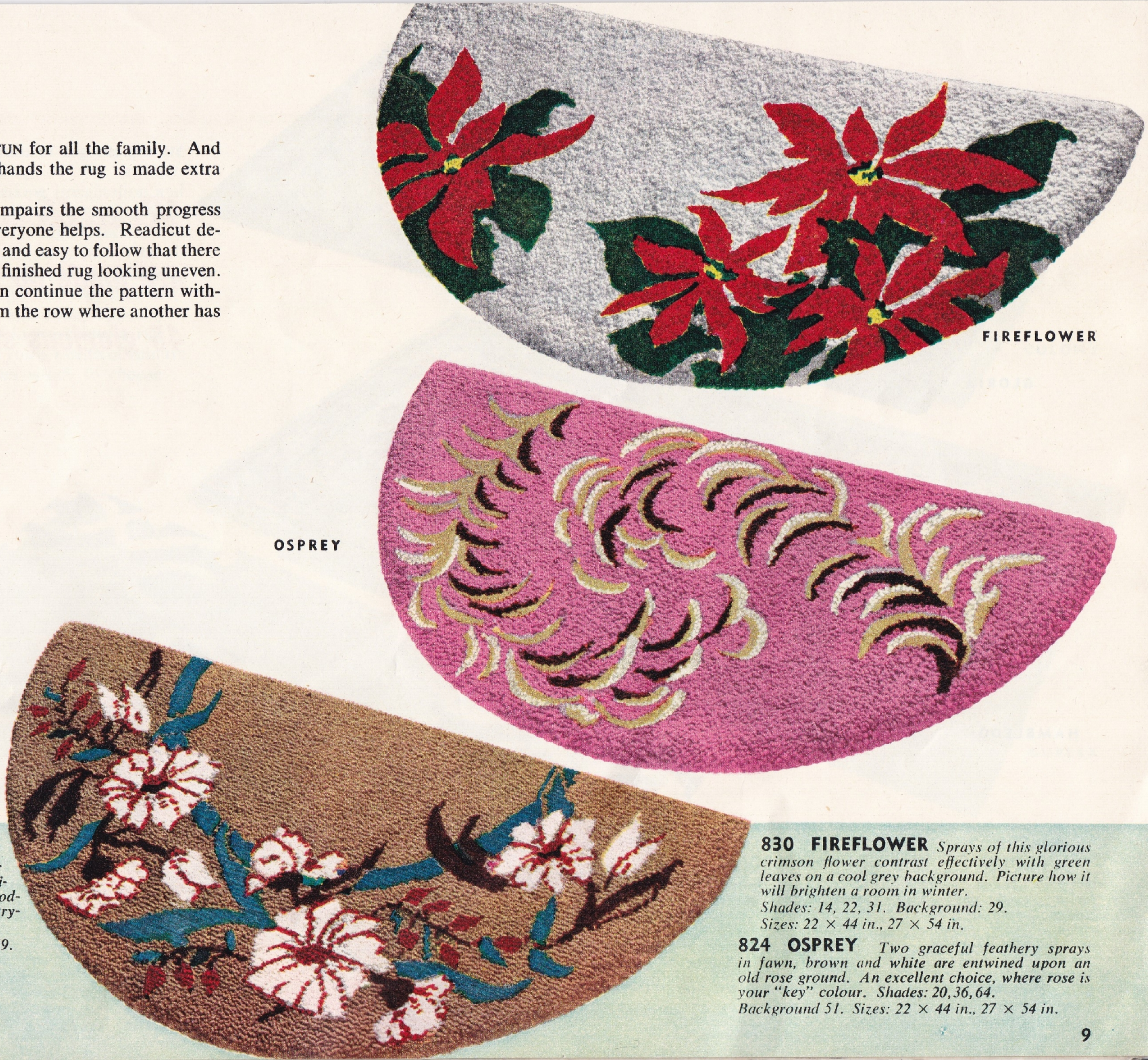
893 HEDGEROW *An attractive floral rug in friendly colours. Designed to give a rustic atmosphere of warmth and freshness.*
Shades: 4, 7, 22, 46, 62, 72, Blk. Background: 8.
Sizes: 22 × 44 in., 27 × 54 in.

607 RUBY
Dignity and simplicity are the features of this design in a lovely blend of warm shades.
Shades: 40, 71.
Background: 47.
Sizes: 22 × 44 in.
30 × 56 in.
This design is ideal if you require a circular rug; 44 in. or 56 in. diameter

RUGMAKING IS FUN for all the family. And with additional hands the rug is made extra quickly.

It in no way impairs the smooth progress of the work if everyone helps. Readicut designs are so clear and easy to follow that there is no danger of a finished rug looking uneven.

One person can continue the pattern without difficulty from the row where another has left off.



FIREFLOWER

OSPREY

SYLVIA

895 SYLVIA

A delightful, open air design. This rug delicately suggests woodlands and the countryside.

Shades: 25, 36, 64, 69.

Background: 32.

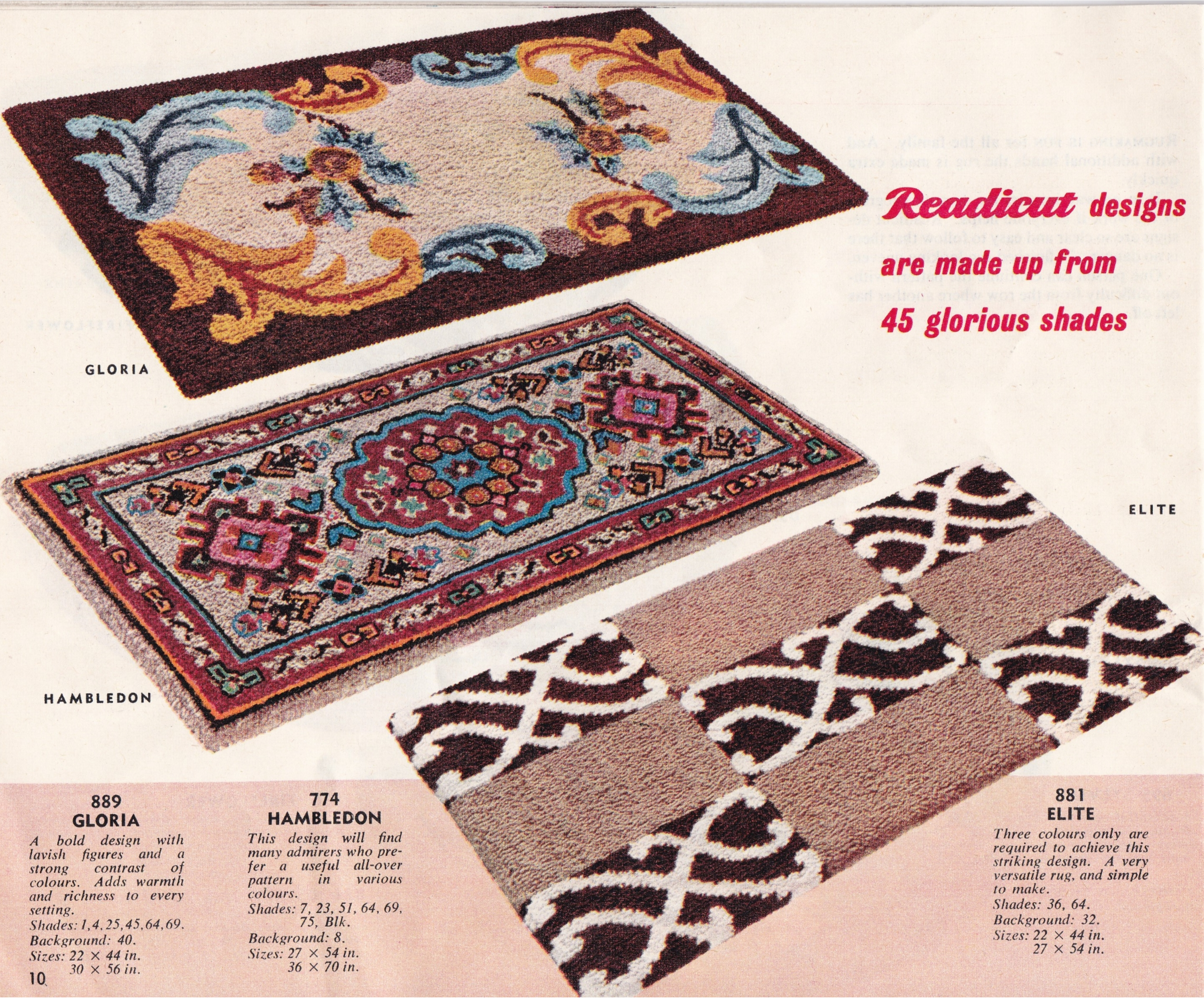
Sizes: 22 × 44 in.
27 × 54 in.

830 FIREFLOWER *Sprays of this glorious crimson flower contrast effectively with green leaves on a cool grey background. Picture how it will brighten a room in winter.*

Shades: 14, 22, 31. Background: 29.

Sizes: 22 × 44 in., 27 × 54 in.

824 OSPREY *Two graceful feathery sprays in fawn, brown and white are entwined upon an old rose ground. An excellent choice, where rose is your "key" colour. Shades: 20, 36, 64. Background 51. Sizes: 22 × 44 in., 27 × 54 in.*



Readicut designs are made up from 45 glorious shades

889
GLORIA

A bold design with lavish figures and a strong contrast of colours. Adds warmth and richness to every setting.
Shades: 1, 4, 25, 45, 64, 69.
Background: 40.
Sizes: 22 × 44 in.
30 × 56 in.

774
HAMBLEDON

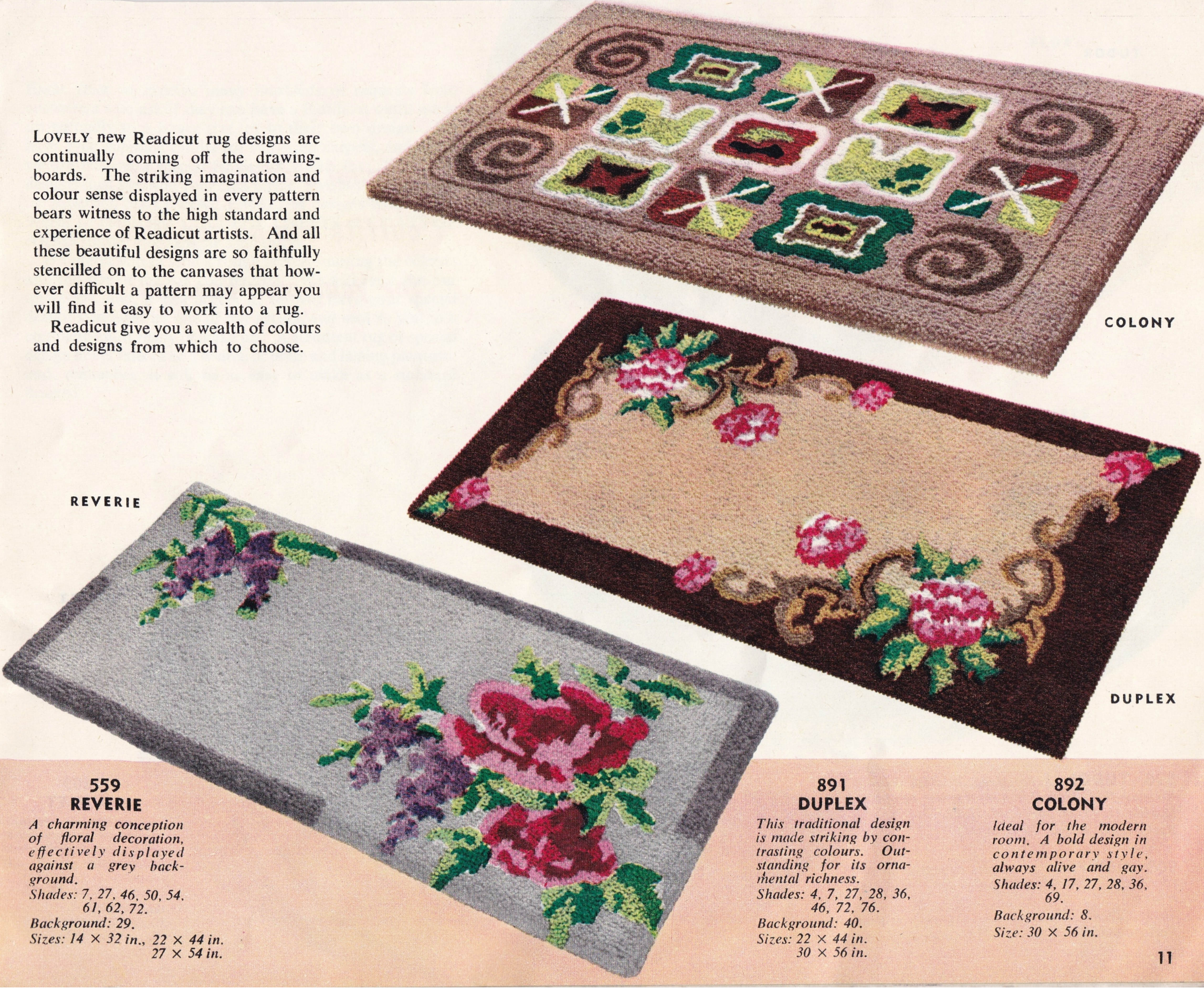
This design will find many admirers who prefer a useful all-over pattern in various colours.
Shades: 7, 23, 51, 64, 69, 75, Blk.
Background: 8.
Sizes: 27 × 54 in.
36 × 70 in.

881
ELITE

Three colours only are required to achieve this striking design. A very versatile rug, and simple to make.
Shades: 36, 64.
Background: 32.
Sizes: 22 × 44 in.
27 × 54 in.

LOVELY new Readicut rug designs are continually coming off the drawing-boards. The striking imagination and colour sense displayed in every pattern bears witness to the high standard and experience of Readicut artists. And all these beautiful designs are so faithfully stencilled on to the canvases that however difficult a pattern may appear you will find it easy to work into a rug.

Readicut give you a wealth of colours and designs from which to choose.



559
REVERIE

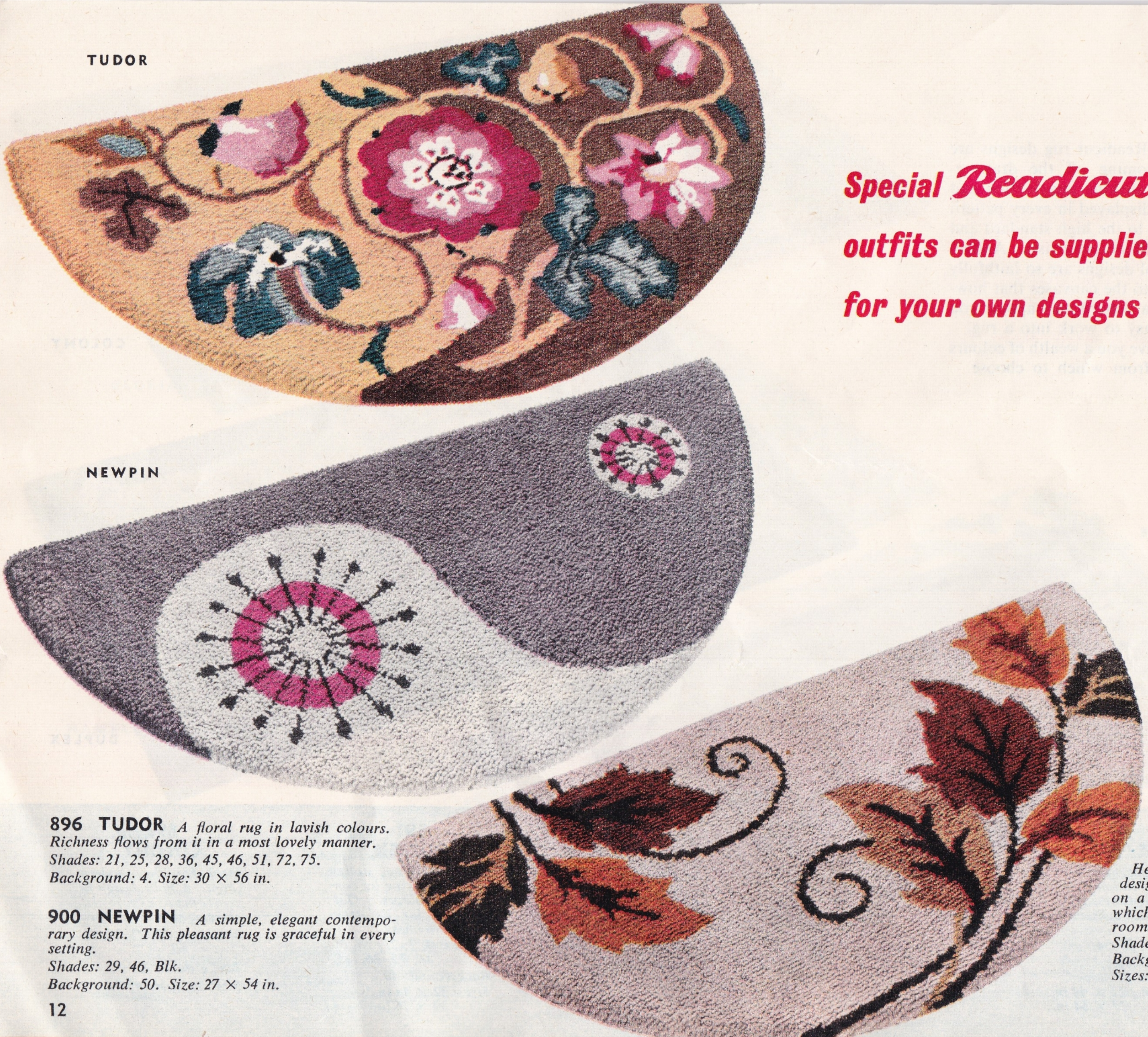
A charming conception of floral decoration, effectively displayed against a grey background.
Shades: 7, 27, 46, 50, 54, 61, 62, 72.
Background: 29.
Sizes: 14 × 32 in., 22 × 44 in. 27 × 54 in.

891
DUPLEX

This traditional design is made striking by contrasting colours. Outstanding for its ornamental richness.
Shades: 4, 7, 27, 28, 36, 46, 72, 76.
Background: 40.
Sizes: 22 × 44 in. 30 × 56 in.

892
COLONY

Ideal for the modern room. A bold design in contemporary style, always alive and gay.
Shades: 4, 17, 27, 28, 36, 69.
Background: 8.
Size: 30 × 56 in.



TUDOR

NEWPIN

RUSSET

Special *Readicut* outfits can be supplied for your own designs

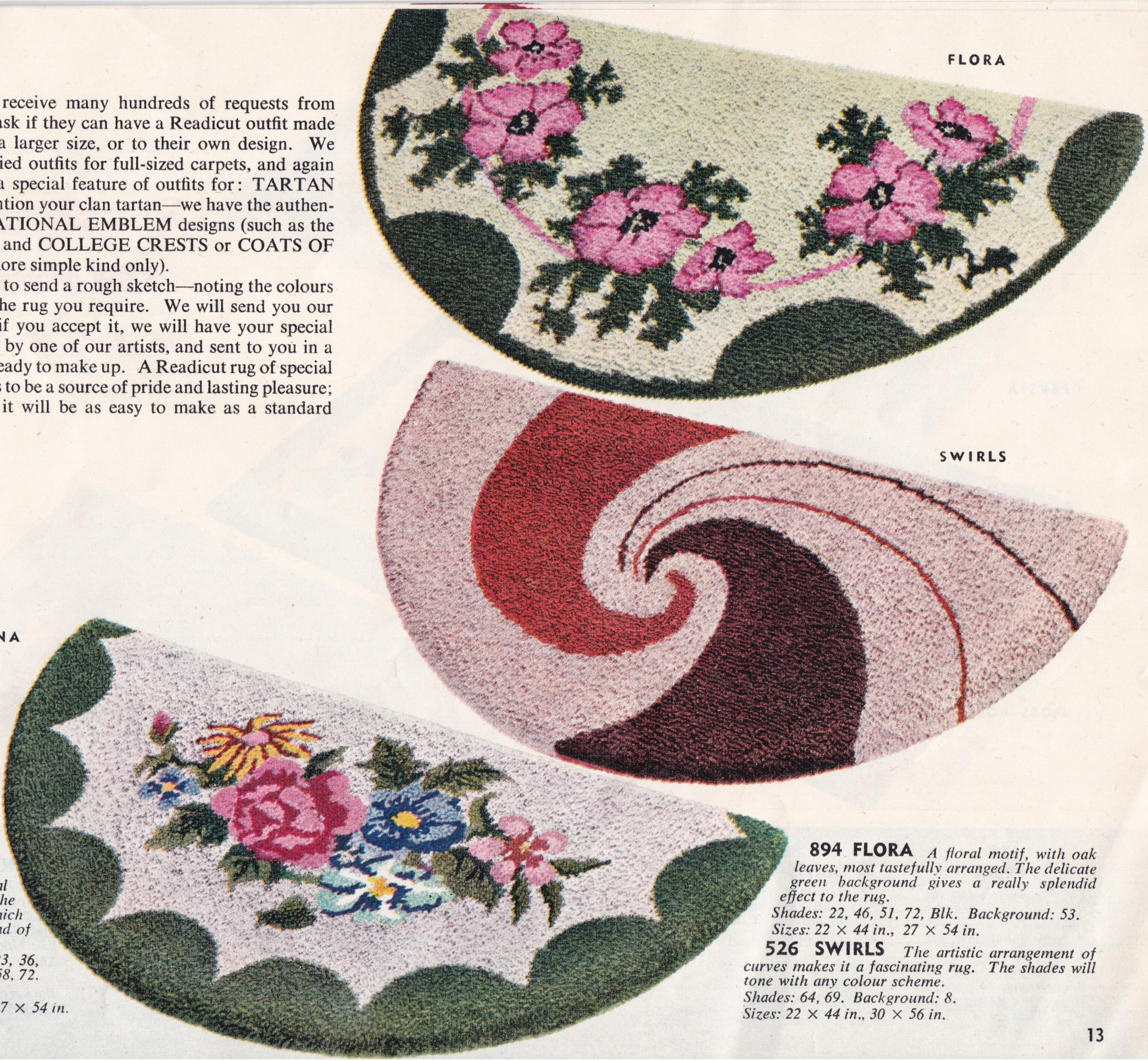
896 TUDOR *A floral rug in lavish colours. Richness flows from it in a most lovely manner.*
Shades: 21, 25, 28, 36, 45, 46, 51, 72, 75.
Background: 4. Size: 30 × 56 in.

900 NEWPIN *A simple, elegant contemporary design. This pleasant rug is graceful in every setting.*
Shades: 29, 46, Blk.
Background: 50. Size: 27 × 54 in.

609
RUSSET
Here is a beautiful design of autumn leaves on a plain beige ground which will grace any room!
Shades: 28, 41, 68, 76.
Background: 8.
Sizes: 22 × 44 in.
30 × 56 in.

EACH YEAR we receive many hundreds of requests from customers who ask if they can have a Readicut outfit made up specially to a larger size, or to their own design. We have even supplied outfits for full-sized carpets, and again we are making a special feature of outfits for: TARTAN designs (just mention your clan tartan—we have the authentic patterns); NATIONAL EMBLEM designs (such as the Welsh Dragon); and COLLEGE CRESTS or COATS OF ARMS (of the more simple kind only).

We prefer you to send a rough sketch—noting the colours and the size of the rug you require. We will send you our quotation, and, if you accept it, we will have your special design stencilled by one of our artists, and sent to you in a complete outfit ready to make up. A Readicut rug of special design never fails to be a source of pride and lasting pleasure; and, remember, it will be as easy to make as a standard design!

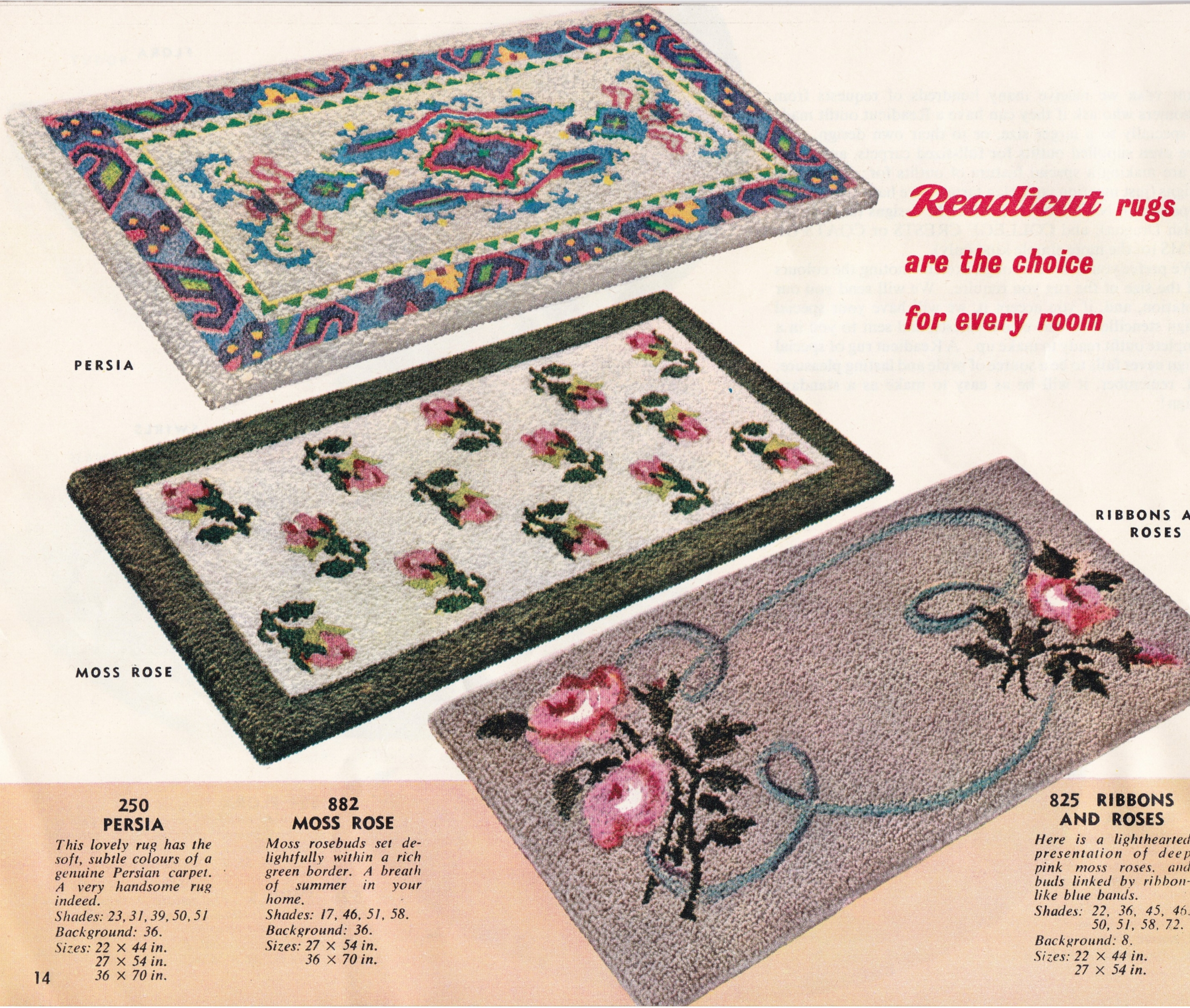


860
ROBINA
A traditional floral design; a design in the richest of colours which will match every kind of furnishing scheme.
Shades: 1, 11, 22, 23, 36, 45, 46, 51, 58, 72.
Background: 29.
Sizes: 22 × 44 in., 27 × 54 in.

894 FLORA *A floral motif, with oak leaves, most tastefully arranged. The delicate green background gives a really splendid effect to the rug.*
Shades: 22, 46, 51, 72, Blk. Background: 53.
Sizes: 22 × 44 in., 27 × 54 in.

526 SWIRLS *The artistic arrangement of curves makes it a fascinating rug. The shades will tone with any colour scheme.*
Shades: 64, 69. Background: 8.
Sizes: 22 × 44 in., 30 × 56 in.

Readicut rugs are the choice for every room


PERSIA

MOSS ROSE

RIBBONS AND ROSES

250
PERSIA

This lovely rug has the soft, subtle colours of a genuine Persian carpet. A very handsome rug indeed.

Shades: 23, 31, 39, 50, 51
Background: 36.
Sizes: 22 × 44 in.
27 × 54 in.
36 × 70 in.

882
MOSS ROSE

Moss rosebuds set delightfully within a rich green border. A breath of summer in your home.

Shades: 17, 46, 51, 58.
Background: 36.
Sizes: 27 × 54 in.
36 × 70 in.

825 RIBBONS AND ROSES

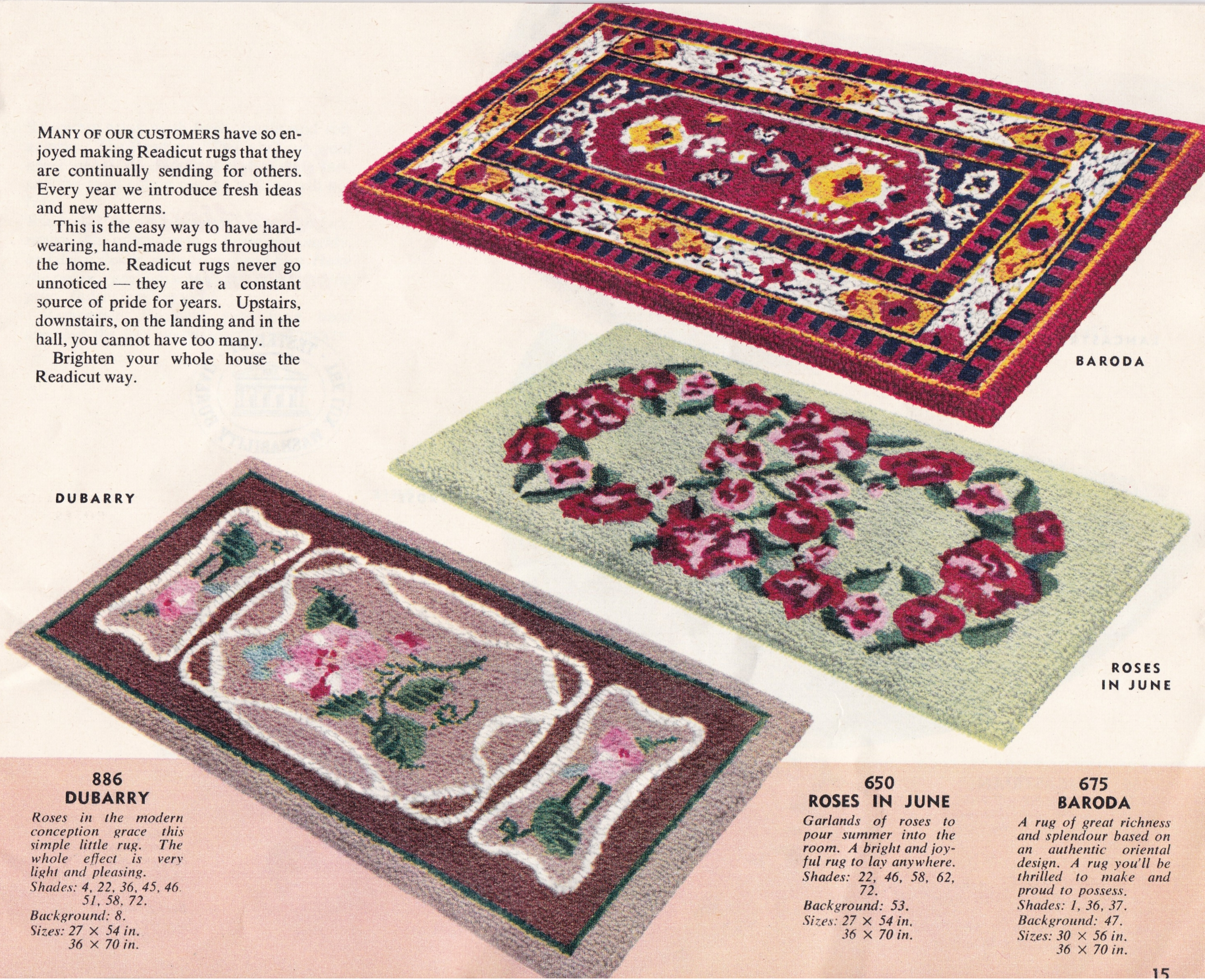
Here is a lighthearted presentation of deep pink moss roses, and buds linked by ribbon-like blue bands.

Shades: 22, 36, 45, 46, 50, 51, 58, 72.
Background: 8.
Sizes: 22 × 44 in.
27 × 54 in.

MANY OF OUR CUSTOMERS have so enjoyed making Readicut rugs that they are continually sending for others. Every year we introduce fresh ideas and new patterns.

This is the easy way to have hard-wearing, hand-made rugs throughout the home. Readicut rugs never go unnoticed — they are a constant source of pride for years. Upstairs, downstairs, on the landing and in the hall, you cannot have too many.

Brighten your whole house the Readicut way.



886
DUBARRY

Roses in the modern conception grace this simple little rug. The whole effect is very light and pleasing.

Shades: 4, 22, 36, 45, 46, 51, 58, 72.

Background: 8.

Sizes: 27 × 54 in.
36 × 70 in.

650
ROSES IN JUNE

Garlands of roses to pour summer into the room. A bright and joyful rug to lay anywhere.

Shades: 22, 46, 58, 62, 72.

Background: 53.

Sizes: 27 × 54 in.
36 × 70 in.

675
BARODA

A rug of great richness and splendour based on an authentic oriental design. A rug you'll be thrilled to make and proud to possess.

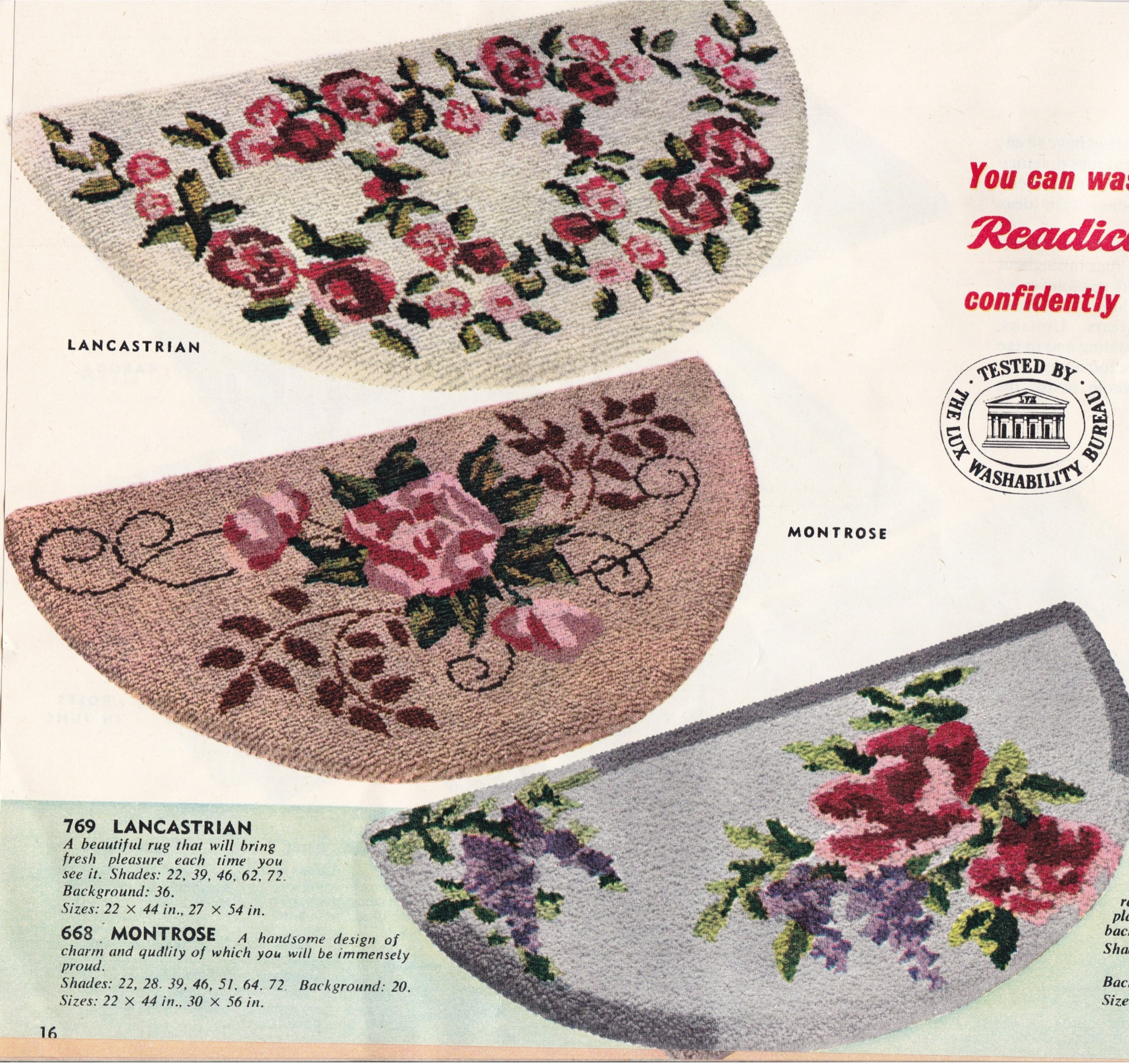
Shades: 1, 36, 37.

Background: 47.

Sizes: 30 × 56 in.
36 × 70 in.

You can wash your *Readicut* rug confidently

TESTED BY · THE LUX WASHABILITY BUREAU ·



LANCASTRIAN

MONTROSE

TRANQUIL

769 LANCASTRIAN
A beautiful rug that will bring fresh pleasure each time you see it. Shades: 22, 39, 46, 62, 72.
Background: 36.
Sizes: 22 × 44 in., 27 × 54 in.

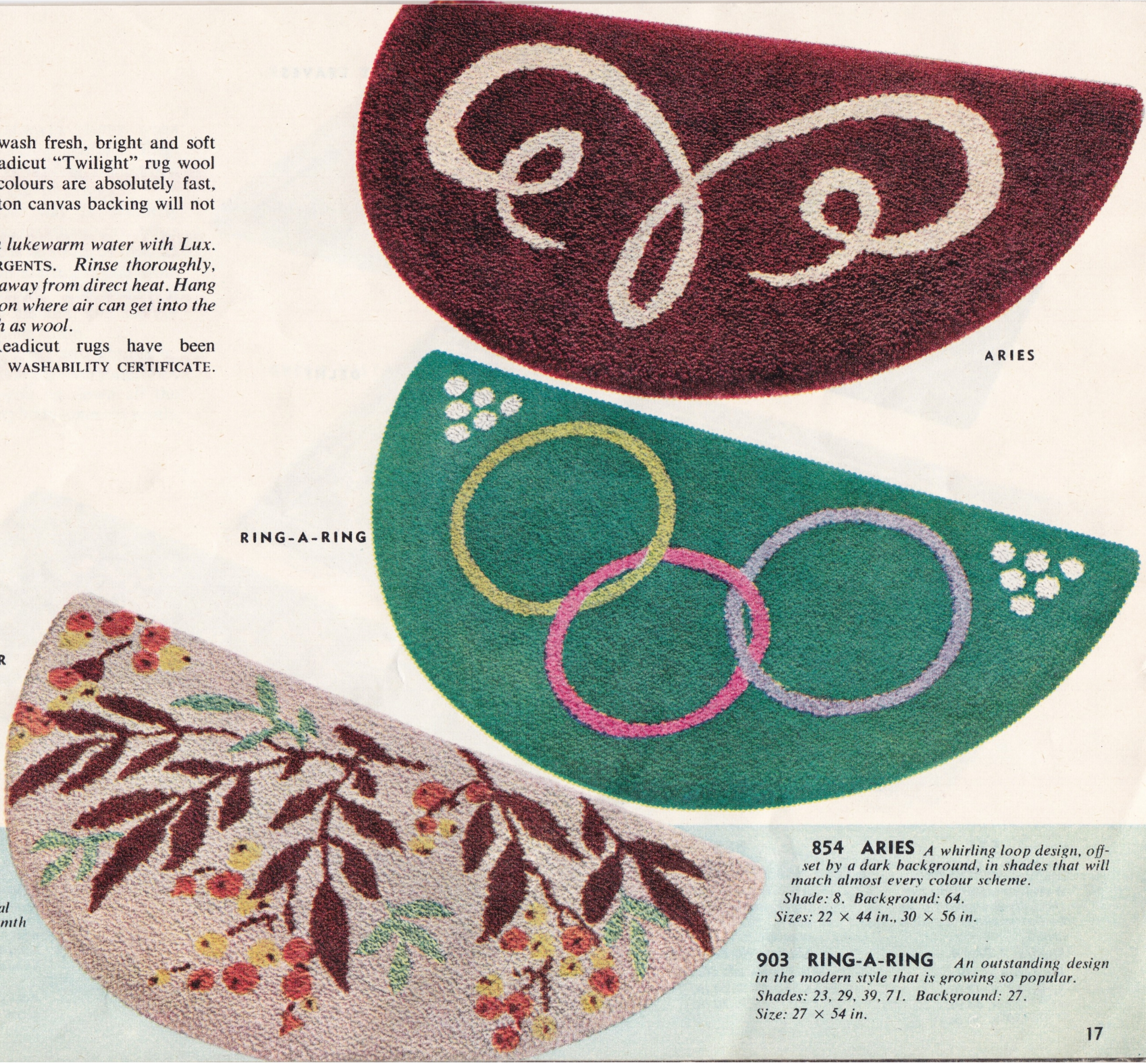
668 MONTROSE *A handsome design of charm and qudlity of which you will be immensely proud.*
Shades: 22, 28. 39, 46, 51, 64. 72. Background: 20.
Sizes: 22 × 44 in., 30 × 56 in.

719
TRANQUIL
Delightful floral decoration effectively displayed against a grey background.
Shades: 7, 27, 46, 50. 54. 61, 62, 72.
Background: 29.
Sizes: 22 × 44 in.
27 × 54 in.

READICUT RUGS wash fresh, bright and soft as new. The Readicut "Twilight" rug wool never mats, the colours are absolutely fast, and the stout cotton canvas backing will not fray.

Wash your rug in lukewarm water with Lux. NEVER USE DETERGENTS. *Rinse thoroughly, and dry it slowly, away from direct heat. Hang the rug in a position where air can get into the pile. In fact wash as wool.*

Remember, Readicut rugs have been awarded the LUX WASHABILITY CERTIFICATE.



ARIES

RING-A-RING

SEPTEMBER

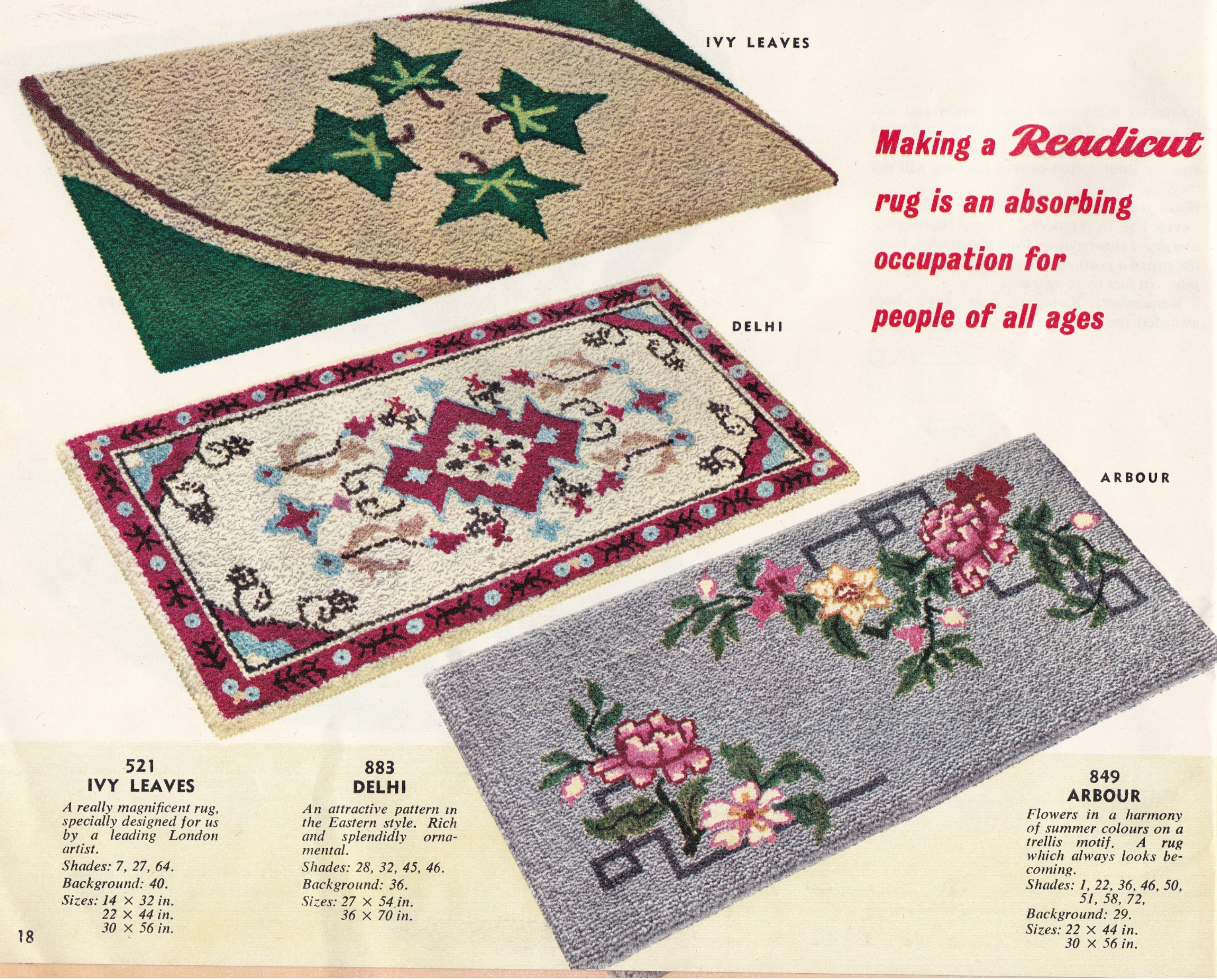
632
SEPTEMBER

This is a lovely rug with its rich autumnal tints suggestive of warmth and comfort.
Shades: 7, 31, 41, 64.
Background: 8.
Sizes: 22 × 44 in.
27 × 54 in.

854 ARIES *A whirling loop design, offset by a dark background, in shades that will match almost every colour scheme.*
Shade: 8. Background: 64.
Sizes: 22 × 44 in., 30 × 56 in.

903 RING-A-RING *An outstanding design in the modern style that is growing so popular.*
Shades: 23, 29, 39, 71. Background: 27.
Size: 27 × 54 in.

Making a *Readicut* rug is an absorbing occupation for people of all ages



521
IVY LEAVES

A really magnificent rug, specially designed for us by a leading London artist.

Shades: 7, 27, 64.

Background: 40.

Sizes: 14 × 32 in.
22 × 44 in.
30 × 56 in.

883
DELHI

An attractive pattern in the Eastern style. Rich and splendidly ornamental.

Shades: 28, 32, 45, 46.

Background: 36.

Sizes: 27 × 54 in.
36 × 70 in.

849
ARBOUR

Flowers in a harmony of summer colours on a trellis motif. A rug which always looks becoming.

Shades: 1, 22, 36, 46, 50, 51, 58, 72,

Background: 29.

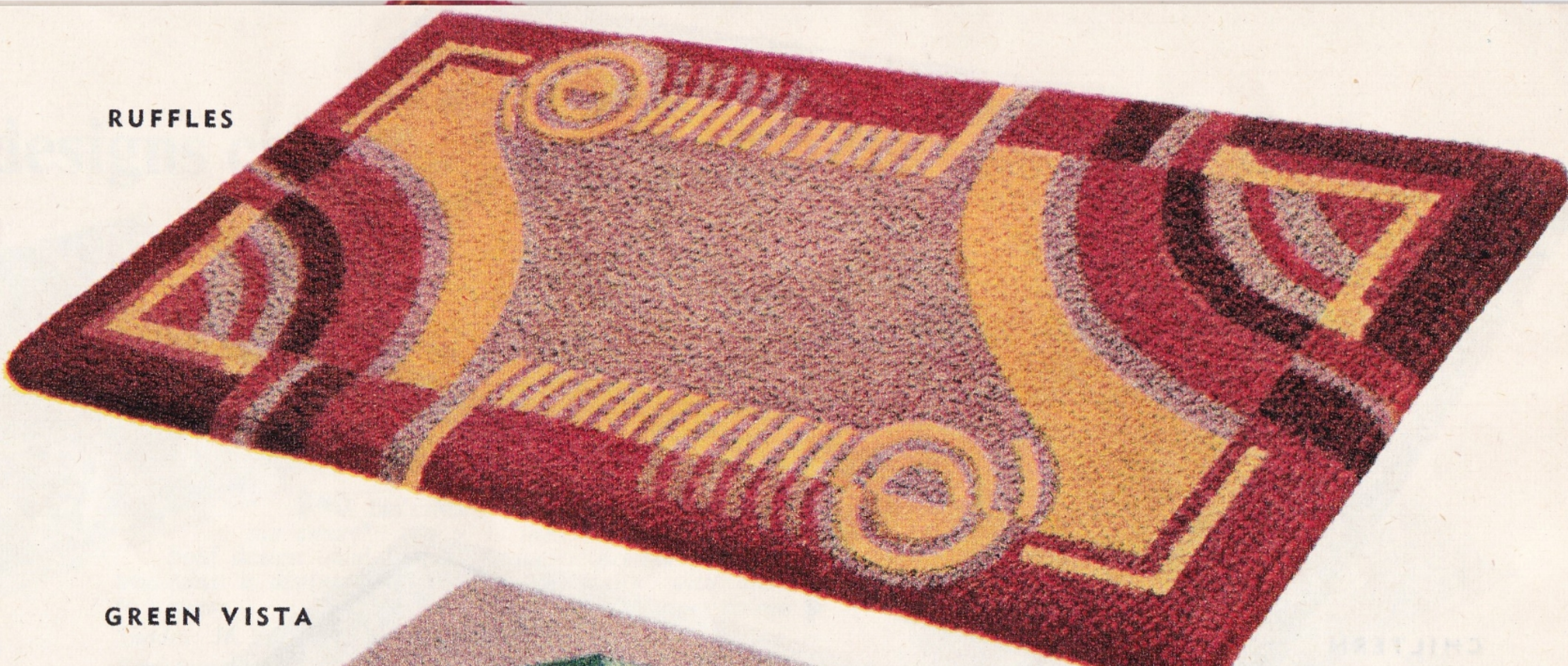
Sizes: 22 × 44 in.
30 × 56 in.

PEOPLE ARE ALWAYS HAPPY when they're busy being useful. Rug-making is a rewarding occupation which is never dull or tiring.

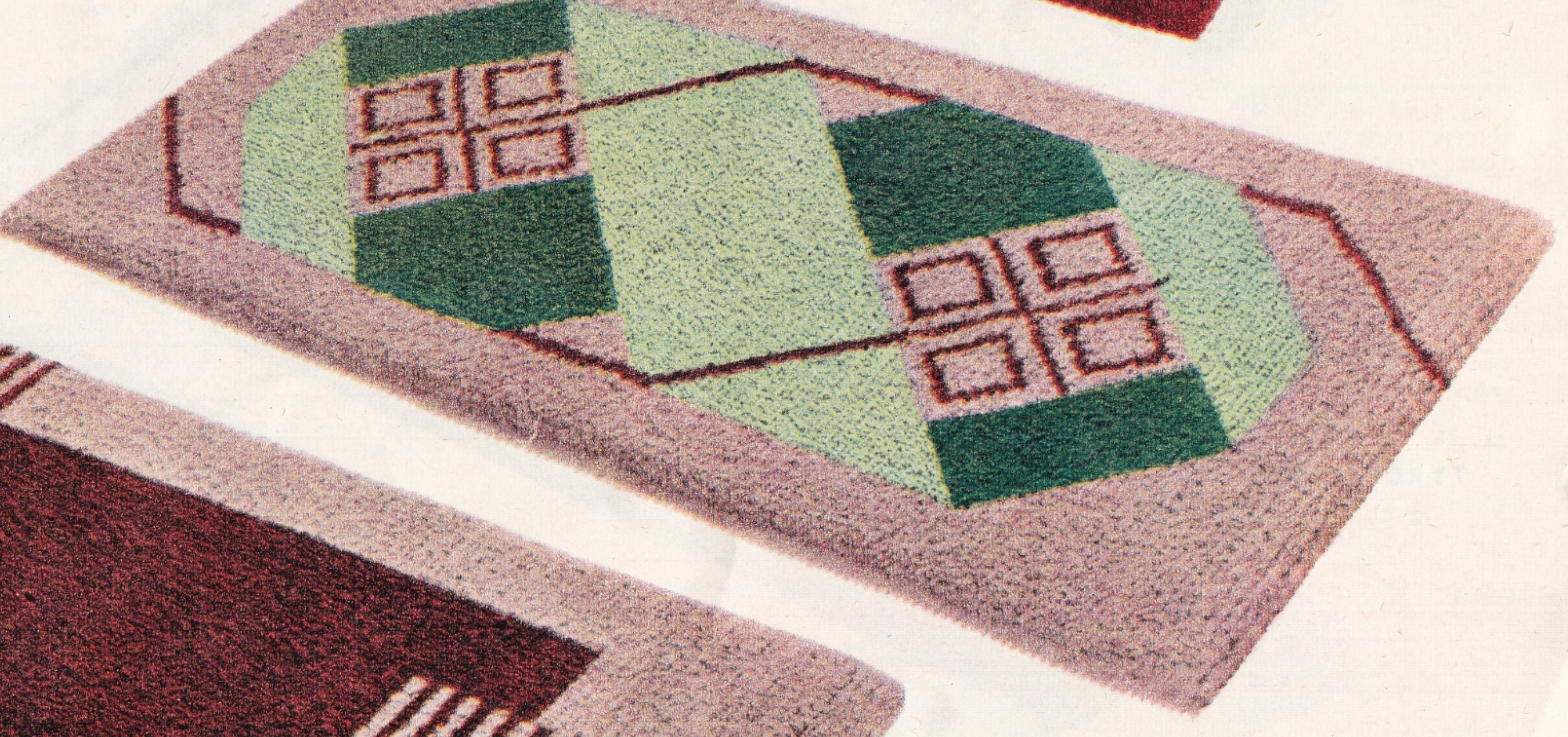
The Readicut way is definitely simple—it's easier than *any* other method. There is no strain or trouble, no difficulty in starting again from where one left off. The pattern is always clearly marked, and the eye follows it without strain.

Rug-making is an absorbing, soothing pastime for everyone. Not heavy work—you sit down all the time—and everybody loves the result.

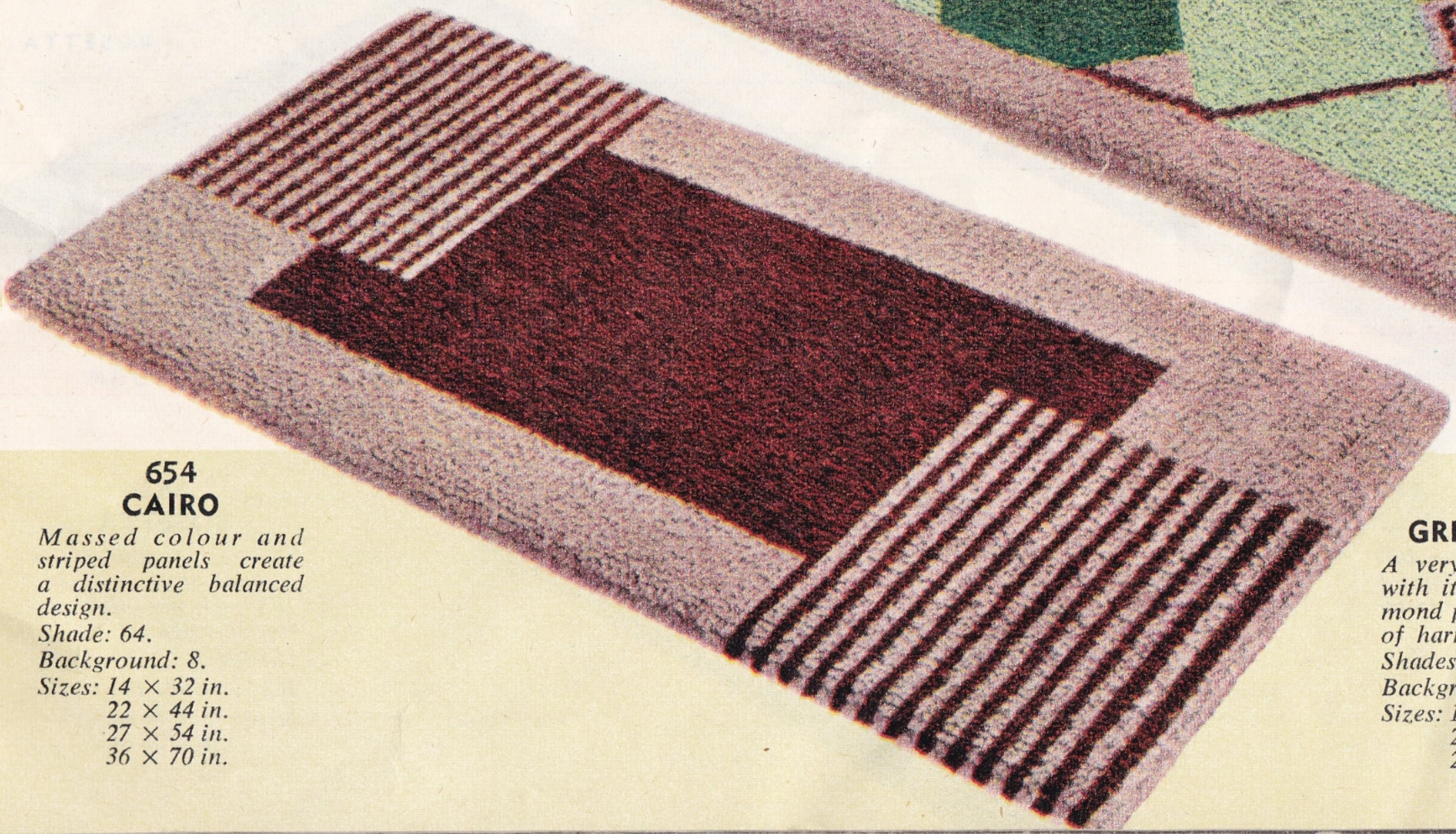
RUFFLES



GREEN VISTA



CAIRO



654
CAIRO

Massed colour and striped panels create a distinctive balanced design.
Shade: 64.
Background: 8.
Sizes: 14 × 32 in.
22 × 44 in.
27 × 54 in.
36 × 70 in.

704
GREEN VISTA

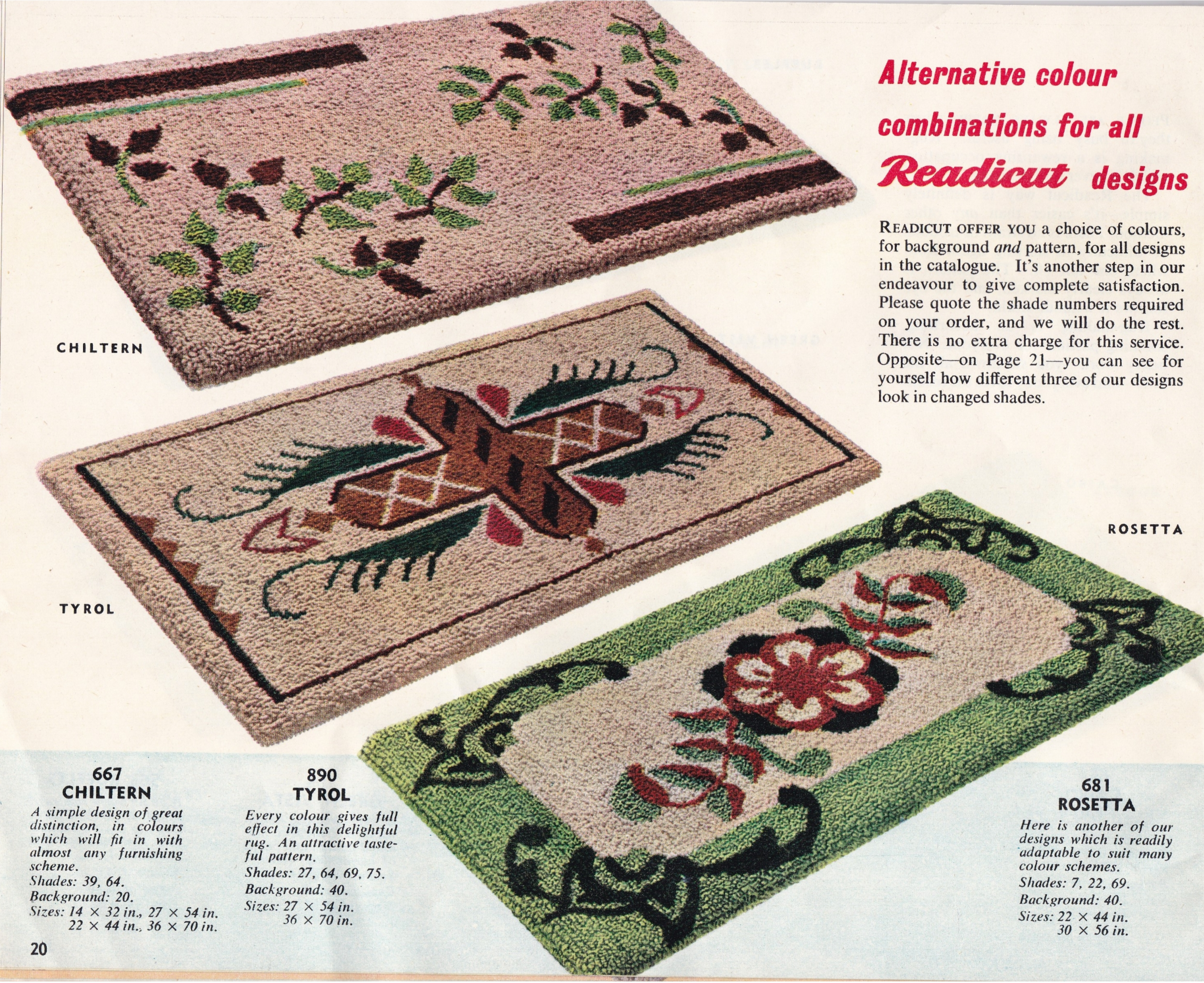
A very pleasing design with its decorative diamond pattern and bands of harmonious green.
Shades: 7, 22, 64.
Background: 8.
Sizes: 14 × 32 in.
22 × 44 in.
27 × 54 in.

568 RUFFLES

With its warm shades of brown, copper and fawn, this rug is very suitable for harmonising with autumn colours.
Shades: 1, 64, 68.
Background: 76.
Sizes: 14 × 32 in.
30 × 56 in.
36 × 70 in.

Alternative colour combinations for all *Readicut* designs

READICUT OFFER YOU a choice of colours, for background *and* pattern, for all designs in the catalogue. It's another step in our endeavour to give complete satisfaction. Please quote the shade numbers required on your order, and we will do the rest. There is no extra charge for this service. Opposite—on Page 21—you can see for yourself how different three of our designs look in changed shades.



667
CHILTERN

A simple design of great distinction, in colours which will fit in with almost any furnishing scheme.

Shades: 39, 64.
Background: 20.
Sizes: 14 × 32 in., 27 × 54 in.
22 × 44 in., 36 × 70 in.

890
TYROL

Every colour gives full effect in this delightful rug. An attractive tasteful pattern.

Shades: 27, 64, 69, 75.
Background: 40.
Sizes: 27 × 54 in.
36 × 70 in.

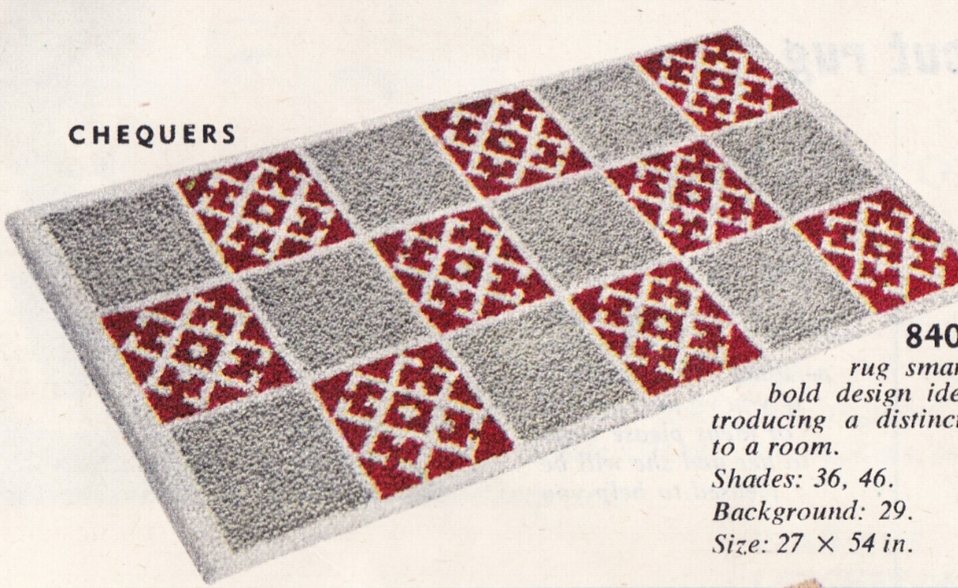
681
ROSETTA

Here is another of our designs which is readily adaptable to suit many colour schemes.

Shades: 7, 22, 69.
Background: 40.
Sizes: 22 × 44 in.
30 × 56 in.

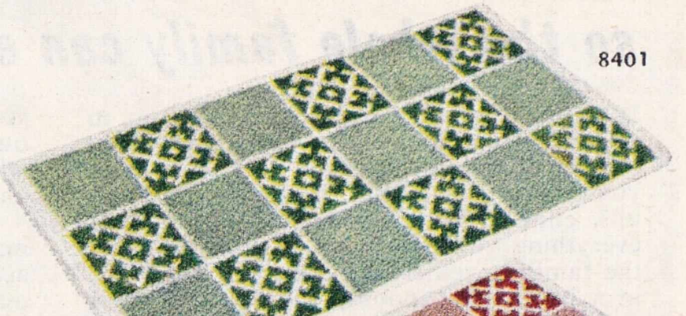
How *Readicut* designs can be adapted to suit your colour schemes

CHEQUERS



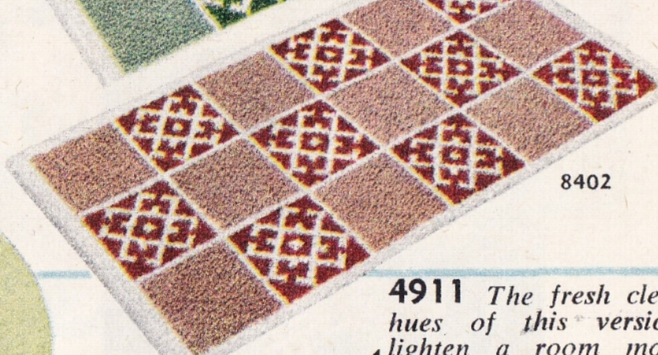
840 *Isn't this rug smart? It's a bold design ideal for introducing a distinctive touch to a room.*
Shades: 36, 46.
Background: 29.
Size: 27 × 54 in.

8401 *Here we show it in the favourite furnishing shades—greens, to add a sunny touch.*
Shades: 22, 36.
Background: 7.
Size: 27 × 54 in.



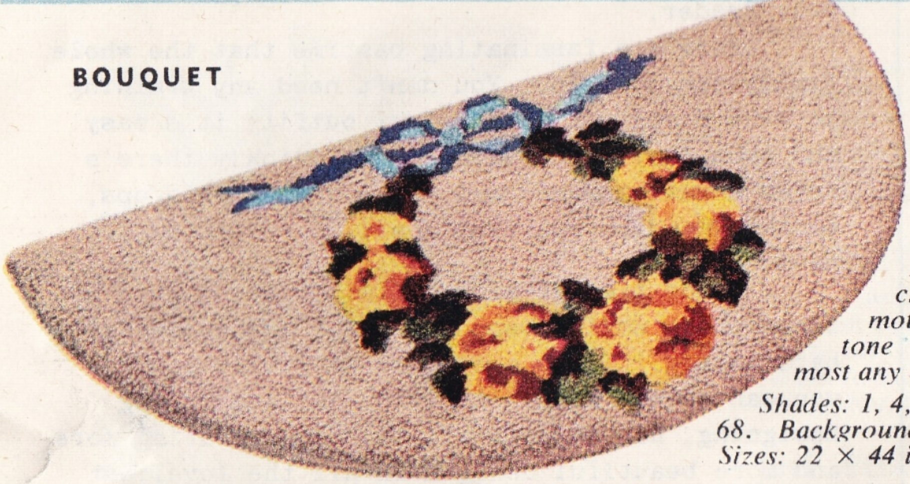
8401

8402 *In soft browns the design becomes more subdued. Blends beautifully with dark woods and quiet colour schemes.*
Shades: 36, 64.
Background: 32.
Size: 27 × 54 in.

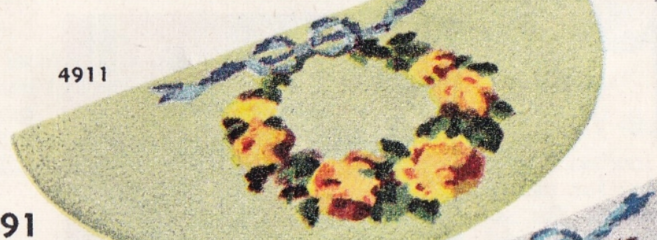


8402

BOUQUET

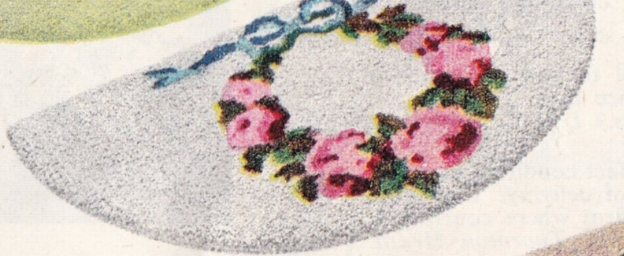


491
A design with charming floral motif. Its colours tone well with almost any colour scheme.
Shades: 1, 4, 25, 28, 31, 45, 68. Background: 8.
Sizes: 22 × 44 in., 30 × 56 in.



4911

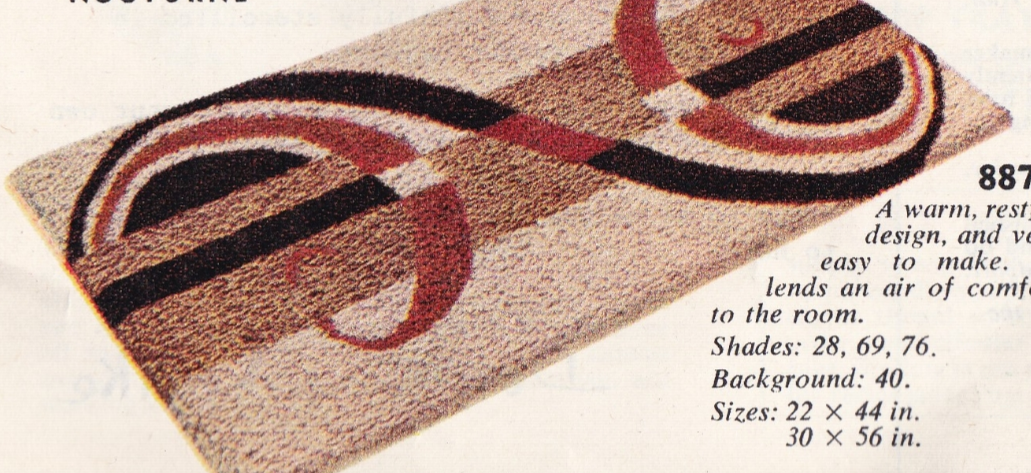
4911 *The fresh clear hues of this version lighten a room most attractively.*
Shades: 1, 22, 25, 31, 45, 58, 68.
Background: 53.
Sizes: 22 × 44 in.
30 × 56 in.



4912

4912 *Pinks on grey give a delicate feminine air to a bedroom.*
Shades: 22, 25, 45, 46, 51, 58, 72.
Background: 29.
Sizes: 22 × 44 in.
30 × 56 in.

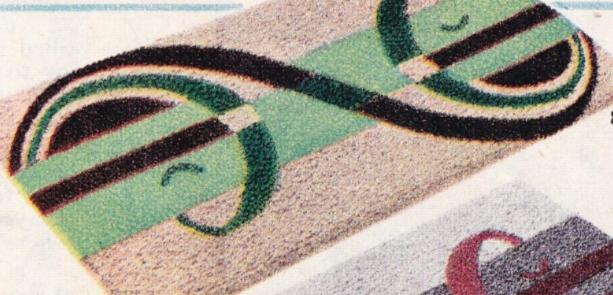
NOCTURNE



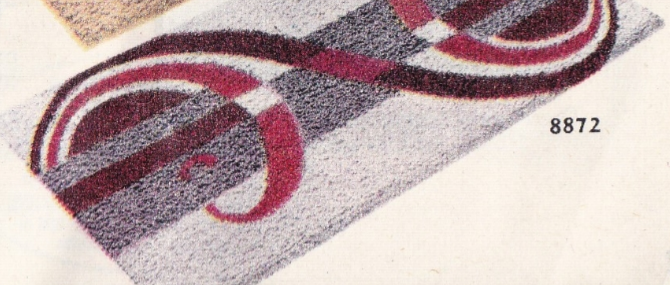
887
A warm, restful design, and very easy to make. It lends an air of comfort to the room.
Shades: 28, 69, 76.
Background: 40.
Sizes: 22 × 44 in.
30 × 56 in.

(Bottom illustration)
8872 *Warm reds against soft greys; lovely before a glowing fire!*
Shades: 46, 50, 62.
Background: 29.
Sizes: 22 × 44 in.
30 × 56 in.

8871 *Here's the same rug in lovely Spring greens—ideal with traditional colour schemes.*
Shades: 7, 27, 28.
Background: 8.
Sizes: 22 × 44 in.
30 × 56 in.
(Top illustration)



8871



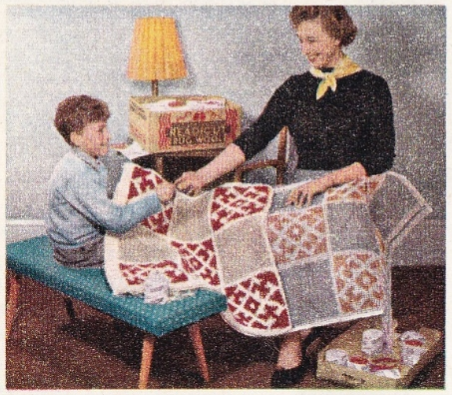
8872

You needn't be an expert . . .

so the whole family can enjoy making a Readicut rug

IT'S FASCINATING! Everybody can join in making a rug from a Readicut outfit. You need no training—you can start as soon as you receive your outfit. There are no hold-ups, either. Your Readicut outfit contains everything you may possibly need. So get the family together; let everybody take part in a hobby that mounts with excitement as your rug quickly progresses. And how quickly! In simply no time at all, your efforts result in a rug that is luxuriously deep and soft, colourful, and so hard-wearing.

Here are just a few letters from the many thousands of delighted customers, who acclaim Readicut as the best and easiest rug-making method ever!



"So much easier"
. . . found it so much easier than what people had told me . . . never done one before.
C.J.B., Louth.

"Always be grateful"
I shall always be grateful to you . . . such a pleasure to deal with a nice firm.
(Mrs.) L.M.S., Penponds.

"Quickness of delivery"
. . . thank you for the perfect condition in which it arrived, and quickness of delivery. I am glad to know there is still a firm where courtesy is still in practice. *I.M., Thornton Heath.*

"My sixth rug"
I am just about to commence my sixth rug, and would like to tell you how pleased I am with them all. *(Miss) E.L.C., Wembley.*

"Canvas . . . excellent quality"
The canvas was really of an excellent quality, as well as the wool. Very easy in making—I never did it before—this first work exceeded all my expectations. *G.V.H., Belgium.*

"Colours are lovely"
. . . delighted with the pattern you have stencilled for me . . . colours are lovely, and are a joy to use . . . far nicer than any ready made ones in the shops. *(Miss) N.B., Hull.*

"Easy terms"
Before the war I was a very enthusiastic maker of your rugs, but have had to wait patiently since for the introduction of easy terms. I have always found that the best is worth waiting for —here's to a long association.
(Mrs.) M.S., Barnsley.

"Long to sit down and do my rug"
. . . just long for the time when I have finished my housework, so that I can sit down and do my rug. *(Mrs.) G.L., Bridport.*

These and many, many more letters from Readicut rug makers are always available at the offices of the Readicut Wool Co. Ltd., Terry Mills, Ossett, Yorkshire.

DOROTHY YORKE
is your own personal correspondent; if you've any queries or ideas please write to her and she will be pleased to help you

Dear Reader,

Here's a fascinating pastime that the whole family can join in. You don't need any training to make a rug with a Readicut outfit; it's easy! and such fun! The rug grows so quickly there's never a dull moment, and there are no hold-ups, because Readicut outfits contain everything you need.

In no time at all you've got a rug that's luxuriously soft, deep, colourful and wonderfully hardwearing. There are heaps of lovely designs you can choose from. Artists, skilled in rug designing, are at work all the time creating more and more beautiful designs in all the loveliest colour arrangements, so that new designs are appearing continually. However complicated they may look, you'll find every design easy to work, as it is clearly and faithfully stencilled in colour on to the canvas backing.

If you would like to make a rug to your own design and size — or if there is anything you would like to know about Readicut rugs — please write to me personally, and I'll be very pleased to help.

Yours sincerely,

Dorothy Yorke

WHAT YOUR *Readicut* OUTFIT CONTAINS

READICUT "TWILIGHT" RUG WOOL

YOU'LL BE GLAD your rug is made of Readicut "Twilight" wool, which is specially blended to a selected quality for rugs. It is super six-fold, fast-dyed, perfectly twisted, and absolutely hygienic, and is supplied in cut lengths in the famous Readicut packets, with the correct amount of each shade required.

Rug Wool
READICUT ★ READICUT
TWILIGHT Rug Wool
READICUT

COLOUR-STENCILLED CANVAS

The design and colours of your Readicut rug are stencilled clearly and accurately on to the remarkably strong canvas. With Readicut stencilled canvas you *always* know where to start and where to leave off with your pattern. Best quality cotton canvas *cannot* unravel or pull out of shape while you are working on it.

READICUT LATCHET HOOK

(Reg. No. 826497)

The hook is really strong. It's made from steel, and it is cleverly designed to keep your hand free of the part already worked, enabling you to knot back each piece of wool securely to the canvas. One of the reasons why Readicut rugs give a lifetime of *really hard* wear!

COMPLETE INSTRUCTIONS

These instructions on how to insert the wool and finish off your rug are easy to follow. When two people are making a rug together, it is best if one person follows Method No. 1, and the other Method No. 2, then the pile will run the same way.

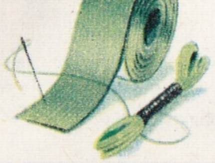
THE BOX

Your Readicut Outfit reaches you in perfect condition—thanks to the sturdy box, which may also be used for storing materials.

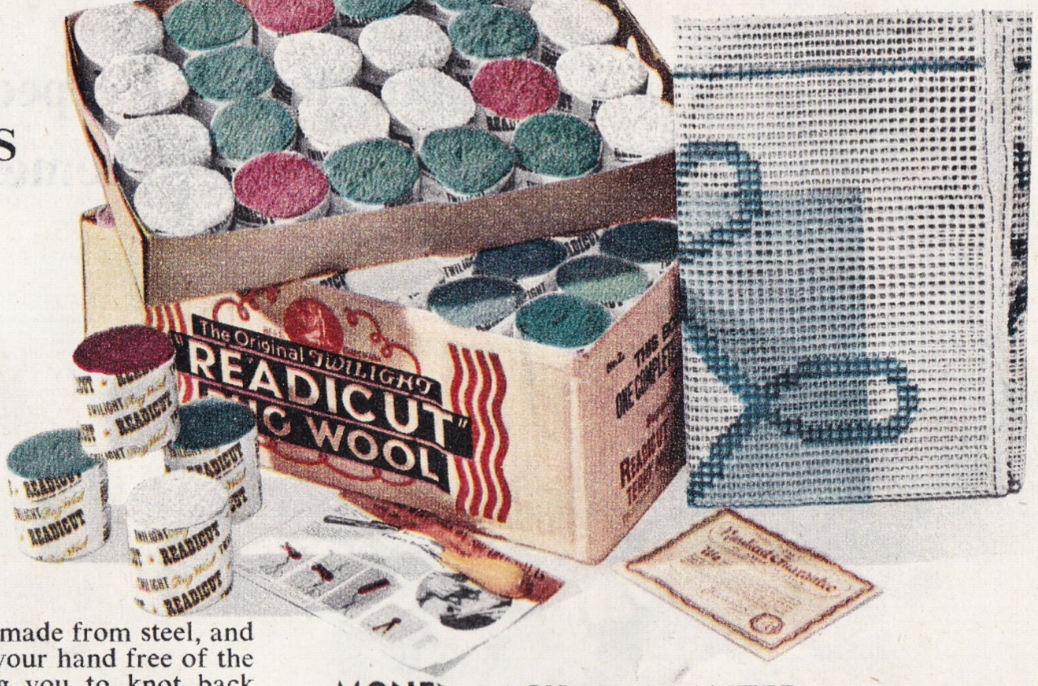
LOOSE TOP TRAY OF WOOL PACKETS

While making your rug you can keep a few packets of wool in the tray, which can be lifted out—another example of Readicut thoughtfulness for *easier* rugmaking!

FREE *At no extra charge,* we supply strong binding braid, carpet needle and 22 yards of carpet thread to those who order semi-circular or oval rugs. Binding is not necessary for rectangular rugs.

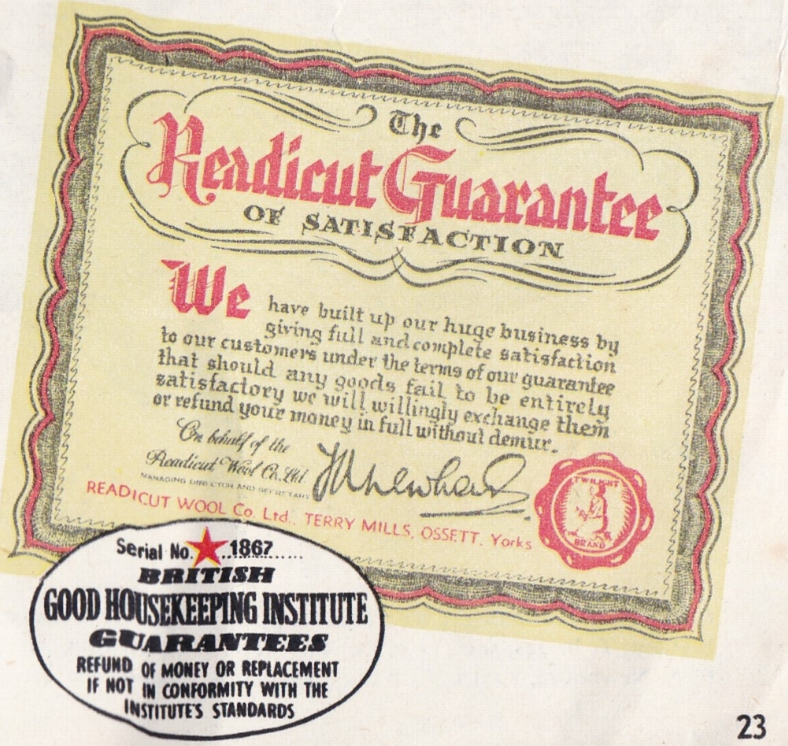


861 "Boudoir" Outfit



MONEY-BACK GUARANTEE

The Readicut guarantee is included with each outfit. It shows not only that we have every confidence in the goods we sell, but also that you may have every confidence in buying them. Our guarantee covers every item sold, and is your assurance of complete dependability.



The
Readicut Guarantee
OF SATISFACTION

We have built up our huge business by giving full and complete satisfaction to our customers under the terms of our guarantee that should any goods fail to be entirely satisfactory we will willingly exchange them or refund your money in full without demur.

On behalf of the
Readicut Wool Co. Ltd.
MANAGING DIRECTOR AND SECRETARY

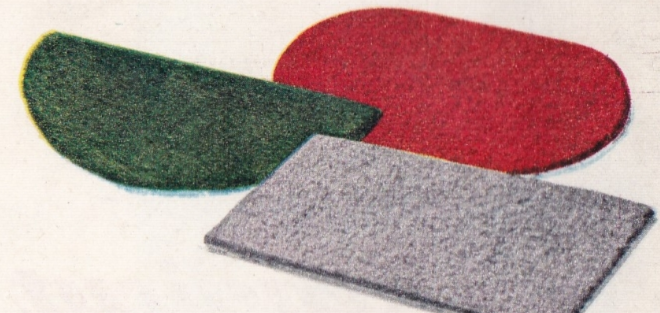
READICUT WOOL Co. Ltd., TERRY MILLS, OSSETT, Yorks

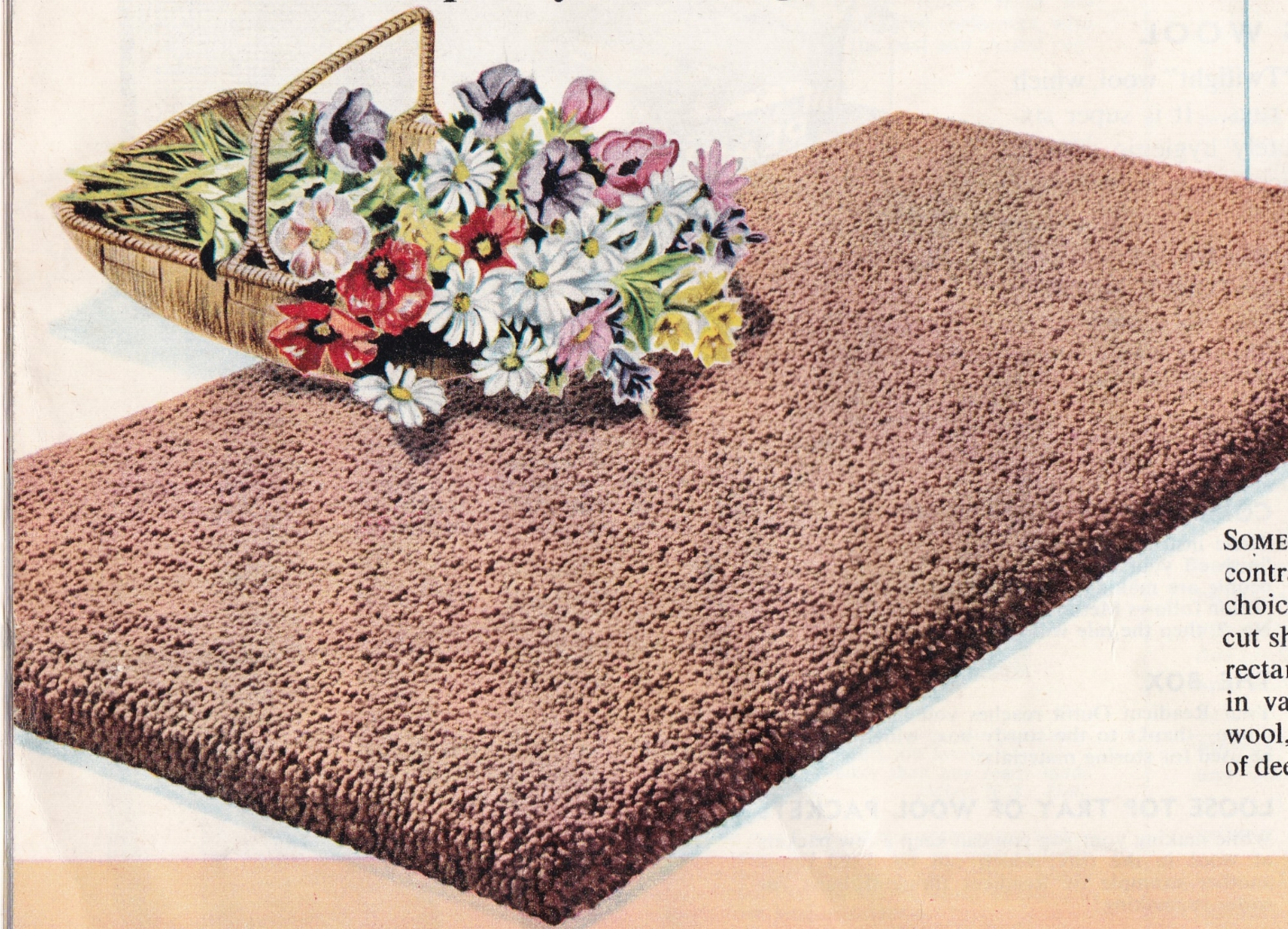
TWILIGHT BRAND

Serial No. ★ 1867
BRITISH
GOOD HOUSEKEEPING INSTITUTE
GUARANTEES
REFUND OF MONEY OR REPLACEMENT
IF NOT IN CONFORMITY WITH THE
INSTITUTE'S STANDARDS

Readicut PLAIN RUGS

are always a popular choice — especially for contemporary furnishing schemes





SHAPES AND SIZES

Rectangular
14 × 32 in.
22 × 44 in.
27 × 54 in.
30 × 56 in.
36 × 70 in.

Semi-circular
22 × 44 in.
27 × 54 in.
30 × 56 in.

Oval
30 × 56 in.
36 × 70 in.

Make yours in any of the "Twilight" rug wool colours

SOMETIMES A PLAIN RUG is the ideal choice to contrast with a room that is, say, chintzy. Your choice of colours extends throughout the Readicut shade card. The plain rugs are available in rectangular, semi-circular and oval shapes, and in various sizes. Worked in "Twilight" rug wool, plain rugs have literally an all-over effect of deep, soft luxury. Very deep and very soft . . .

Published by
READICUT WOOL COMPANY LIMITED
Terry Mills, Ossett, Yorkshire
Directors: E. Brunning, C.B.E., *Chairman;* R. Hirst, *Vice-Chairman;* J. Hiley; T. Briggs, M.C., LL.B.; Sir Ian Stewart-Richardson, BT.; J. Jabez-Smith; F. A. Newhouse, F.C.I.S. F.A.C.C.A., *Managing Director and Secretary*

VOL 24

PRICE 2/-

COPYRIGHT

Printed in England by Sun Printers, Ltd., London & Watford